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Radio and
year

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JUN 23 1952
DETROIT

Cavalier renews co-sponsorship of "BROADWAY TV THEATRE"

R. J. Reynolds Tobacco Co. picks up Cavalier option four weeks ahead of time—to extend run through summer—on television's top dramatic show... original Broadway hits, presented live, five nights a week, reaching more homes per dollar than any other TV drama.

WOR-tv Channel **9**

"BROADWAY TV THEATRE"

A WARREN WADE PRODUCTION
7:30-9 P.M. MONDAY THROUGH FRIDAY

CO-SPONSOR: THE GENERAL TIRE AND RUBBER CO.
CO-SPONSOR: R. J. REYNOLDS FOR CAVALIER CIGARETTES

WOR-tv
1440 Broadway, New York
LOngacre 4-8000

XUM

Go where there's GROWTH...

GO WHAS!

FARMING IN KENTUCKY IS BIG BUSINESS!

There's more to the Kentucky Farm Story than last year's record crop! There's the story of tractors and trucks . . . 59,193 tractors were in use in 1950; an increase of 142.5% over 1945! 50,032 farm trucks were in use in 1950; up 102% over 1945! From 1939 to 1949, farm gasoline and other petroleum fuel and oil purchases increased 410% . . . and tractors in use were up 396%!

That's a lot of tractors, trucks and petroleum fuel! FARMING IN KENTUCKY IS BIG BUSINESS!

GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS . . . seven days a week; morning, afternoon and night. WHAS farm programs have an average listenership 329% *greater* than that of the next highest rated station. *(Benson and Benson)*

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

WKMH GETS RESULTS!

1253 Orders from 18 Spot Announcements

(Letters Contained an Average of $1.75 for a Total of $2,192.75)

WHERE DID THESE ORDERS COME FROM?

79 Michigan Cities Including:

- Detroit
- Dearborn
- Pontiac
- Mt. Clemens
- Monroe
- Ann Arbor
- Saginaw
- Flint
- Bay City
- Port Huron

36 Ohio Cities Including:

- Toledo
- Fremont
- Sandusky
- Tiffan
- Findlay
- Lorain
- Mansfield
- Fostoria
- Norwalk
- Cleveland

For Coverage of METROPOLITAN DETROIT

SOUTHEASTERN MICHIGAN and NORTHERN OHIO

BUY

WKMH

1310 ON THE DIAL

5000 WATTS DAYTIME • 1000 WATTS NIGHT

Affiliated with WKHM Jackson, Mich.

SEE YOUR LATEST **PULSE** AND YOUR **HEADLEY REED** MAN

...shed every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

CHANNEL 4 IS NO. 1

CBS

In the Great
DALLAS-FORT WORTH VIEWING AREA
KRLD-TV

I. The best picture and audio signal in North Texas . . . Survey of 750 Television dealers.

II. 10 out of the first 15 Television shows in the Dallas-Fort Worth area are on KRLD-TV. Current Videodex. (Individual Stations)

III. More local and retail advertisers than all other stations in Dallas and Fort Worth combined. "Rorabaugh"

IV. Telephone Answering Services report KRLD-TV produces the same number of calls in Fort Worth as Dallas, in proportion to population.

V. Exclusive programming . . . KRLD-TV is the only TV station to televise the great Columbia Television Network programs in Dallas-Fort Worth and contiguous areas.

VI. Texas' Most Powerful Television Station on low Channel 4.

July 1st . . . .

KRLD-TV becomes a basic, inter-connected member of the COLUMBIA BROADCASTING TELEVISION Network.

Programs direct from New York, Los Angeles . . . and the momentous Democratic and Republican conventions at Chicago will be telecast by KRLD-TV.

See More on Channel 4.

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company, *Exclusive Representative*

John W. Runyon, *President*
Clyde W. Rembert, *Managing Director*

at deadline

CLOSED CIRCUIT

ESSURES of advertisers and agencies for er radio rates now being turned also ainst proposals that daytime rates be sted as partial offset for widely expected s in network nighttime charges. Group of jor agencies, who contend daytime charges uld be reduced, too, though probably not as ch as nighttime rates, is seeking permission appear and present arguments when CBS dio affiliates and CBS officials meet July 1-2 consider network radio problems. Another quest for "outside" participation—by NAR-SR—was rejected by affiliates' group on ory these are in-the-family meetings.

THERE change in Detroit affiliation of CBS coming? CBS, it's learned, is making cover-e survey of Detroit area presumably against y it negotiates with WJR for contract re-wal. Station gets network's highest rate—l rate minus usual sales commissions, ounting to about 50% of card rate. This as ainst maximum 37½% for major market tions carrying full schedules.

N'T WRITE off deal involving KMPC Los geles in not distant future. Transaction in ighborhood of $1 million is entirely possible, her with NBC which is only network not ning Los Angeles key, or syndicate headed John McNeil, former ABC executive and with Doherty, Clifford & Shenfield, na-al advertising agency, or group headed by bert O. Reynolds, vice president-general nager and part owner of KMPC.

EWS OF SALE of NBC's KOA Denver y come any day. Network officials were d Friday to be still undecided whether to l, but it was acknowledged they'd had eral "flattering" offers—one of which led nancial Vice President Joseph V. Heffernan Denver for negotiations earlier in week. ong bidders: Bob Hope and Denver Mayor igg Newton, for one; Don Searle and Her-t Hollister (owners of KMMJ Grand Island, b., and KXXX Colby, Kan.), for another LOSED CIRCUIT, June 9, May 19].

OADCASTERS in South have been alerted plan of NABET-CIO to undertake "Opera-n Dixie" looking toward organization of hnical and programming staffs. Report aching them is that $300,000 war chest has en established and that 35 to 40 organizers l be assigned in area.

W TWIST to proposals for amendment of C temporary processing procedure to get cities off bottom of city priority listing will suggestion that cities with applications in ring prior to freeze be given preference. neer applicants would gain indirect equity least for efforts. Request expected to be de today (Monday), deadline for petitions reconsideration of Sixth Report lifting TV eze. Several other bids for rehearing also ected today (see page 63).

RTHER evidence that TV towers won't be jor menace to air navigation—as feared by ation groups when FCC issued Sixth Report alding 2,000 stations and 2,000-ft. anten-

(Continued on page 6)

MARTIN QUITS CROSLEY, JOINS GENERAL TELERADIO

DWIGHT D. MARTIN, vice president and assistant general manager of Crosley Broadcasting Corp., resigning to become vice president of General Tire & Rubber Co.'s radio-TV subsidiary, which today (Monday) officially changes name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc. Announcement of his appointment by General Teleradio, being released today, does not specify his duties except to say that he will be vice president and general officer. He has been especially active in TV.

General Teleradio is licensee name of WOR New York radio and TV properties, which were acquired by General Tire early this year. New General Teleradio is incorporated under California laws, encompasses all General Tire broadcasting properties: Don Lee and Yankee networks, controlling interest (about 58%) in Mutual, plus WOR stations.

K & E RESIGNS KELLOGG

KENYON & ECKHARDT, New York, Friday resigned estimated $3 million Kellogg Co. account, effective Oct. 1. Leo Burnett Agency, Chicago, is expected to pick up some of Kellogg business since it already handles part of it. It was understood that K & E may have another cereal company to service in near future.

BUSINESS BRIEFLY

PONTIAC HOUR SHOW ● Pontiac dealers signed for 15-week series of full-hour evening shows, *Pontiac Film Theatre*, on WCBS-TV New York, starting Tuesday (8-9 p.m.). Purchase represents estimated $75,000 in billings. Agency, MacManus, John & Adams, New York.

HARRIS MAY EXPAND ● Harris Chemical Co., Cortland, N. Y. (Fly-Ban insecticide), currently in two-week radio spot campaign, will expand to 40 or 50 markets if test is successful. Marfree Agency, N. Y., is servicing.

NAME AGENCY ● Economics Lab., St. Paul (Soilax household cleaner and electra-sol dishwater compound), names Scheideler, Beck & Werner, N. Y., as its advertising agency. Account formerly serviced by Cunningham & Walsh.

SWANSDOWN MAY EXPAND ● General Foods, N. Y. (Swansdown cake flour), which is sponsoring *The Second Mrs. Burton* on CBS Radio (2:15 p.m., five times weekly), is considering possibility of increasing station lineup or adding another network radio show to combat competitors' increasing use of daytime radio.

SEABROOK LOOKING ● Seabrook Farms, Bridgeton, N. J. (frozen foods), through its agency, Hilton & Riggio, N. Y., asking for half-hour radio availabilities in about 110 markets. Campaign will start mid-August.

Without Discounts Network Sales Up

ADVERTISERS in May spent $28,696,746 for time on national radio and TV networks, rise of 7.9% over broadcast network time sales of $26,598,029 in same month of last year, according to figures released today (Monday), by Publishers Information Bureau, which reports its figures in terms of gross time sales, calculated at one-time rate, before discounts of any kind.

Combined gross of four nationwide radio networks for May totaled $13,994,919, decline of 15.6 percent from May 1951 gross of $16,576,895. Concurrently, time sales of four TV networks totaled $14,701,827 in May of this year, increase of 46% over TV gross of $10,021,134 for May 1951.

Network-by-network tabulations of PIB for May and January-May, this year compared with last, show:

NETWORK RADIO

	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
ABC	$ 3,323,092	$ 2,991,227	$16,402,402	$14,664,888
CBS	4,989,424	6,745,098	25,036,805	32,958,144
MBS	1,820,521	1,510,818	8,628,653	7,668,217
NBC	3,861,882	5,329,752	20,475,920	25,260,843
Total:	$13,994,919	$16,576,895	$70,543,789	$80,552,092

NETWORK TELEVISION

	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951
ABC	$ 1,501,148	$ 1,385,901	$ 9,434,888	$ 6,941,260
CBS	5,602,634	3,066,249	27,065,274	14,168,546
DuMont	775,063	662,646	3,740,274	2,496,088
NBC	6,822,982	4,946,338	35,162,947	22,495,292
Total:	$13,994,919	$16,576,895	$70,543,780	$80,552,092

Month-by-month gross time sales for each radio and TV network, corrected as of June 19, follows:

NETWORK RADIO TOTALS TO DATE

1952	ABC	CBS	MBS	NBC	Total
Jan.	$3,301,479	$5,161,397	$1,699,282	$4,357,353	$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924*	4,078,593	13,948,063*
May	3,323,092	4,989,424	1,820,521	3,681,882	13,994,919
Total:	$16,402,402	$25,036,805	$8,628,653	$20,475,920	$70,543,780

NETWORK TELEVISION TOTALS TO DATE

1952	ABC	CBS	DuMont	NBC	Total
Jan.	$2,020,461	$5,074,643	$717,148	$7,259,307	$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593*	7,320,358	15,789,126*
April	1,699,760*	5,641,831	738,926	6,946,751	15,027,268*
May	1,501,148	5,602,634	775,063	6,882,982	14,701,827
Total:	$9,434,888	$27,065,274	$3,740,274	$35,162,947	$75,403,383

(*) Revised as of June 19, 1952.

for more AT DEADLINE turn page ➧

at deadline

THREE MORE PROTEST SIXTH REPORT; FCC REPLIES

THREE MORE petitions for reconsideration of FCC's Sixth Report to lift TV freeze were filed with Commission Friday. FCC concurrently made public its reply to protest of Pittsburgh Mayor David L. Lawrence respecting failure of Commission to allocate more VHF channels to that rugged terrain area (see story, page 63). Letter includes new war of words between Comrs. Robert F. Jones and George E. Sterling.

Chesapeake Television Broadcasting Inc., Baltimore TV applicant, seeks reshuffle of UHF channels there and in Harrisburg and Reading, Pa., to make channels workable in area. Firm points out UHF allocation in area overlooks minimum spacing provisions and contends site to south of city which meets minimum separation prevents inadequate coverage because of terrain.

WFOX Milwaukee, TV applicant prior to freeze, seeks "same procedural and substantive rights" on Channel 12 as it had on Channel 8, for which it went through hearing and, when extra applicant withdrew, petitioned for grant just days before September 1948 freeze order. Otherwise, WFOX asks restoration of four VHF channels there. FCC now assigns three VHF (one reserved) and three UHF.

WJDX Jackson, Miss., challenges legality of Sixth Report in establishing zone system and wider spacings in Zone III than proposed in earlier Third Report. WJDX asks modification of order to switch city to Zone II and permit allocation of VHF Channel 3 there.

FCC told Mayor Lawrence it couldn't comment on VHF allocations at Pittsburgh since case has been appealed to courts and is also before Commission for reconsideration. Pittsburgh fared as well as other major cities in priority list, FCC indicated. Comr. Jones, however, in separate view charged letter constituted amendment of processing procedure since FCC said Group A and Group B applications would be processed simultaneously. Thus, he argued, some Group B cities with multiple services would get still more before Pittsburgh got second service or some Group A cities got first service. Comr. Sterling, in additional view, opposed Comr. Jones' holding letter constitutes no amendment of procedure since simultaneous processing of A and B applications was provided in Sixth Report.

ABC SIGNS EIGHT

SIGNING of eight new affiliates reported by ABC Radio on Friday, bringing total to 336. They were listed as:

KGPH Flagstaff, Ariz. (1230 kc, 250 w), owned by Frontier Bcstg. Co. and managed by A. S. Holm; KCLF Clifton, Ariz. (1400 kc, 250 w), licensed to Saguaro Bcstg. Co. with Chet Darwin as manager; KGAN Kingman, Ariz. (1230 kc, 250 w), owned by J. J. Glancy; KTBB Tyler, Tex. (600 kc, 500 w daytime, 1 kw night), owned by Blackstone Bcstg. Co., managed by M. E. Danbom; WGRA Cairo, Ga. (1300 kc, 1 kw day only), owned by Grady Mitchell Bcstg. Co., managed by Jim Honey; WDWD Dawson, Ga. (990 kc, 1 kw day only), owned by Dawson Bcstg. Co., managed by W. C. Woodall Jr.; WARN Fort Pierce, Fla. (1330 kc, 1 kw), owned by Hurricane Bcstg. Service, managed by Claude C. Tillman Jr.; WBCU Union, S. C. (1460 kc, 1 kw), owned by Union-Carolina Bcstg Co., managed by C. P. Stribling.

In this Issue—

Regular commercial sponsors are figuring out how to adjust their schedules to the disruptions that are bound to be caused by radio-television coverage of the political conventions. And the Democratic Party has made contracts for radio-TV network time next fall. The political season is both help and headache to broadcasters. *Page 23.*

NBC moves toward reintegration of radio and TV. Pat Weaver is put in charge of both radio and television networks, and Frank White becomes general manager of both. Meanwhile, CBS Radio affiliates committee, planning strategy for July 1-2 meeting of all CBS Radio affiliates in New York, swears to resist any rate reductions. *Page 27.*

House passes McFarland Bill with some important changes from version that the Senate passed. One is an amendment to make broadcasters immune to libel suits arising from political broadcasts. Some other discrepancies between House and Senate measures will have to be ironed out in joint conference committee. *Page 25.*

Wise sponsors will buy both radio and television, the "best unduplicated buy an advertiser can make," Edward D. Madden, NBC vice president in charge of TV sales and operations, tells American Marketing Assn. *Page 26.*

Tall TV towers won't be the navigation hazard that aviation interests first feared they would be. A study in preparation for the industry-government committee investigating this question shows that most new telecasters will not want to put up towers tall enough to interfere with the airways. *Page 63.*

TV applications and arguments over the processing procedure proposed by the FCC are on the increase. Commission denies petition to amend its processing plan and says it will stick with its city priority listing. *Page 63.*

This week broadcasters will come to their own defense in the radio-TV morals hearings of the House subcommittee which two weeks ago saw a demonstration of the "hootchie kootchie" by a Congressman who said he had seen it on TV. *Page 38.*

After-midnight broadcasting is attracting listeners and sponsors. Here's a special B•T report on 24-hour-per-day radio broadcasting. *Page 28.*

Upcoming

June 22-26: Advertising Assn. of the West, Olympic Hotel, Seattle.

June 23-26: RTMA Convention, Palmer House, Chicago.

June 26-27: Virginia Assn. of Broadcasters, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn., Palmer House, Chicago.

(Other Upcomings page 44)

Closed Circuit

(Continued from page 5)

nas—contained in fact that nearly ha 1,200 communities assigned channels have ulations around 10,000. Such cities economi can't support big power, tall tower sta observers point out. Statistics of towers rently planned also show minority above ft. (see story page 63).

AMICABLE solution expected soon in major problem thus far tossed into la NARTB Code Review Board. Details st der wraps but it's known there aren't necklines or morals involved.

LOOK FOR ANNOUNCEMENT this w that one of major radio-TV set manufactu is making substantial grant to help non mercial educational television get off gr on nation-wide basis, coupled with plan i ing toward raising multi-million dollar f for similar purposes through manufactu in number of fields.

SPACE accommodations for independent s tions desiring to cover political conventions problem but cost factor poses obstacle. As r networks, stations must bear facilities inc lation costs. National committees' form was to pro-rate costs based on number of dies wanting in. Some have dropped pl however, with resultant higher tab for oth Plan to parcel out space set off by sound-p curtains.

LAPFULL of political time lost by major work when all its brass happened to be conference" or "busy" while buyer cooled h in reception room, and finally went ac street.

THERE'S TALK that Harris subcommittee House investigating morals of radio-TV p grams is thinking seriously of inviting adv tising and talent agencies to answer charg of "offensive" performers and shows. So committeemen also understood to be impress with "dry" testimony regarding frequen and "sell" of beer and wine commercials, wa to ask agency men who's responsible—th or advertisers.

GENERAL FOODS, N. Y., through Young Rubicam, N. Y., late Friday was still trying clear daytime strip on CBS Radio for spons ship of Bing Crosby by Jell-O. Talent figu said to be in neighorhood of $16,000. If ra time not acceptable to all sides, GF-Cros negotiations probably will dissolve and adv tiser will be forced to start again with anoth show.

STORM CLOUDS are gathering over F proposal to relax transmitter operator ru permit remote operation of some transmitte [B•T, June 9]. It's broadcaster vs. engine as comments begin to flood FCC, NARTB a unions. Management says technical help short, wages forced disproportionately hig Engineers, some seeking tougher rules, s stations want cheap operation, bigger prof Watch for this argument against relaxati Unattended transmitters will be wide open enemy sabotage.

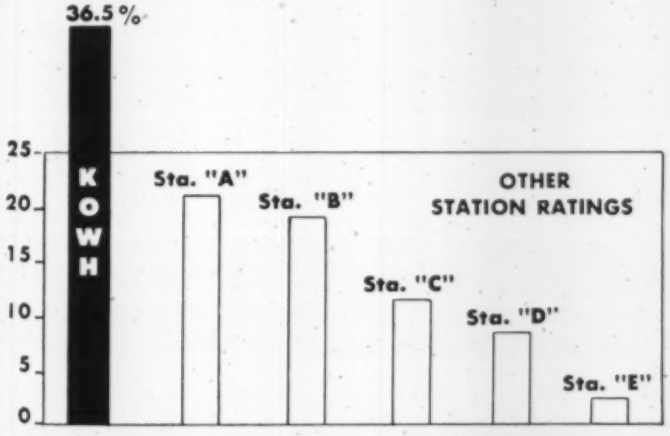
PRIVATE study of TV program sources und stood to show no network produces even h of commercial programs on its facilities, w one said to "own" less than 5%.

for more AT DEADLINE see page 98

All It Took was a Hot Lick . . .

. . . And Joshua really "sent" Jericho—tumbling, that is.

KOWH swiped the page from history and tried it on the Omaha, Council Bluffs area. Darned if it didn't work! Popular music "hath charms" . . . especially when served up a la KOWH, garnished by program techniques that have placed KOWH first in the nation! For an idea of how many walls are being penetrated by KOWH, glance at the below Hooper share-of-audience chart averaged for October, 1951-April, 1952, 8 A.M.-6 P.M., Monday through Saturday.



- *Largest total audience* of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1951 thru April, 1952.)

- *Largest share of audience*, in any individual time period, of any independent station in all America! (April, 1952.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

PROMOTION IS

BIG BUSINESS AT WGY

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station's many promotional activities—

AUDIENCE PROMOTION:

- WGY publishes *Mike and Camera* monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY's sister station—WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorful scotchlited billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

MERCHANDISING:

- Dealer letters and postcards are mailed on request to 1436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Represented by NBC Spot Sales

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.
TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title. BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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FORECAST FOR ARKANSAS:
WEATHER AND POLITICS...HOT

In this election year, something besides the weather is going to be HOT in Arkansas! Folks down here like their politics at a boil and their politicians "pouring on the heat"! It makes for more interesting elections just as it makes for a more enlightened electorate.

★ With five men in the race for governor, with a Congressional seat at stake, with other state, county and local offices being contested for . . . summer in Arkansas will surely be "Hot and Unsettled"!

★ KLRA will cover the state political scene from all angles. Only KLRA with the state's only full-time News Department (soon to be implemented with special personnel), is in a position to fully report the news of politics as well as the usual run of events.

★ Special coverage of the Democratic Primary on July 29, as well as the Run-Off Primary on August 12, has been planned. The general election in November will be covered by CBS on a national scale and by KLRA on a state-wide basis.

★ Gubernatorial candidates will be heard on special public service broadcasts as well as paid political time. Significant, we believe, is the fact that the first gubernatorial candidate to make his opening address chose KLRA alone of the Little Rock stations to carry his message to Central Arkansas.

★ The National Conventions of both parties will be completely covered by CBS Radio under the sponsorship of Westinghouse. This is an ambitious coverage, and Arkansas will be listening avidly, because the choice of both Republicans and Democrats will be important to the people of Arkansas. KLRA, which has proven itself "Arkansas's Listening Habit", is proud of the fact that it is "CBS Radio for Arkansas".

So there will be no "summer slump" in listening to KLRA this summer (there NEVER has been!) but advertisers with a message for this up-and-coming market will get MORE VALUE than ever with a schedule on KLRA.

For the Complete KLRA Story Ask any O. L. Taylor Company Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

open mike

Chary of Charity

EDITOR:

Your report on "Free Plugs" in the June 9 issue of BROADCASTING • TELECASTING was welcome coverage of a most irritating income loss to radio stations and networks —but it stopped short of the most serious "steal" of all.

You failed to mention the fact that one entire industry depends almost entirely for its success on radio—and spends only pennies for paid advertising on the air while pouring literally thousands into newspapers and magazines . . . and thousands more into the palms of individuals on the talent payrolls of the nation's stations.

Of course, I mean the phonograph record folks. For 25¢ or less —the manufacturing cost of one of their discs—they can "buy" a minimum of three minutes of commercial devoted entirely to their product. And when you hear some of the DJ's slobbering over a platter that arrived a day ahead of the rest, you realize that the cash value of these "commercials" runs into staggering figures. . . .

The interesting thing about it all is the fact that any group of stations in a sizable area could torpedo the whole "steal" in 30 days. All it takes is a little organized effort. No label mentions, for example. Some judicious "knocking" of pet releases. The omission of a major label for a month—from all stations, all programs. Tearing up all those "top-ten" reports and those return postcards from the publicity departments. If that treatment doesn't slam sales down and scare up some fast, legitimate advertising dollars, then our medium is no good in the first place and the record people are simply being charitable, sending out all those "free" records!

It will be suggested that my interest in this subject stems from my connection with the transcription library field. Not at all. Long before I reached here, I was pound ing away at this "steal", in com pany with a lot of self-respecting operators who learned long ago that "you can't sell it if you give it away."

Maurice B. Mitchell
Vice President
Associated Program Service
New York

* * *

Fudd's No Dud

EDITOR:

OUR COMPLIMENTS ON THE SERVICE RENDERED THROUGH "BUSINESS BUILT BY RADIO." IF AVAILABLE PLEASE SEND AND BILL US FOR 100 ADDITIONAL COPIES.

GEORGE M. BURBACH
GENERAL MANAGER
KSD ST. LOUIS

* * *

EDITOR:

Your dissertation on "Eustace T. Fudd" really hits the mark and certainly, in my estimation, should take its place among the masterpieces of radio promotion. . . .

John E. Bernhard Jr.
General Manager
WFOY St. Augustine, Fla.

* * *

EDITOR:

"Radio Is No Damn Good" . . . is a fine job . . . handled with your usual high quality . . . and should be most effective.

What'll reprints run? . . . want to use it as soon as possible.

Ralph J. Robinson
General Manager
WACE Chicopee, Mass.

* * *

EDITOR:

Congratulations on the collection of radio success stories and the excellent form in which you have presented them.

Can you please send me an additional 25 copies and bill us.

Del Leeson
Promotion Manager
KDYL Salt Lake City

* * *

War or Peace?

EDITOR:

I see in your June 9 issue that you have declared a state of war exists: "Research Wrangle—Nielsen, SAMS Battle." Please tell me who invaded whom. All I know is that we announced we were a going business producing a very up-to-date new kind of coverage service, NCS.

There was a time when we had hoped a single combined service (Nielsen-SAMS) might have been offered to the industry, but SAMS preferred to fan the embers of a once live BMB, rather than tackle the real problem of answering radio and TV's currently different problems on coverage and audiences. So we went on alone to research the problem and develop NCS.

Way back in B. B. (before Baker), BMB said no to personal in-

(Continued on page 16)

Pictured is KFAB Farm Service Director presenting KFAB's University of Nebraska scholarships to Nebraska's Champion 4-H Club Speakers: Doris Jean Anderson and Douglas York.

KFAB—4-H Clubs . . . working together for a better Nebraska . . . is the achievement citation commemorating the 10th annual KFAB-sponsored 4-H Club Public Speaking Contest. Boys and girls throughout Nebraska take part in this service sponsorship every year . . . with awards and ribbons going to the best boy and girl speaker in each county contest . . . helping to build 4-H is a continuing achievement of the Midwest Empire Station—another achievement that builds acceptance for the station's advertisers. Get the facts on KFAB from Free & Peters . . . or contact General Manager Harry Burke.

GO YANKEE

Go Home-Town with the Yankee Home-Town Food Show

featuring
RUTH MUGGLEBEE
and
BILL HAHN

These products are featured regularly on

YANKEE HOME-TOWN FOOD SHOW

AMAZO
CERTO
SURE-JELL
GLENWOOD RANGES
HABITANT SOUPS
LA CHOY PRODUCTS
LAMOUR COLOR COMB
SHAMP-O-PADS
LOG CABIN SYRUP
DAWN FRESH MUSHROOM SAUCE

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —

Monday thru Friday, 1:15-1:45 P.M.

2. It reaches *locally* into more places where volume sales are made than any other food show.

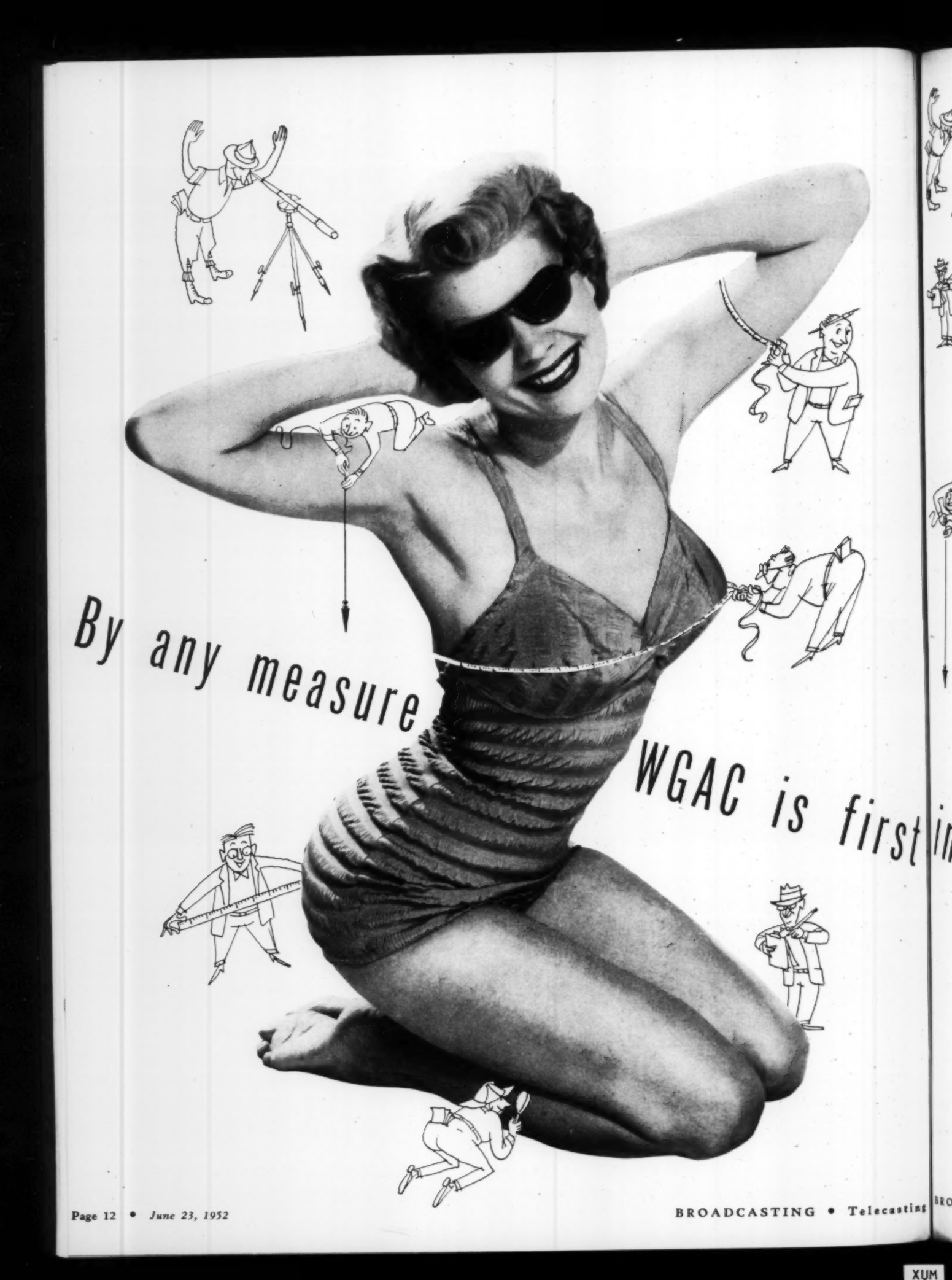
3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

Go Yankee! Go Home-Town — with the Yankee Home-Town Food Show!

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.


By any measure
WGAC is first in

COVERAGE:

With 5,000 watts on 580 k.c. WGAC and only WGAC blankets the twenty county, 500,000 population, four hundred million dollar Augusta Retail Trading Area, with an average daytime penetration of 71% and with 80% more listeners than its nearest competitor (Broadcast Measurement Bureau Study No. 2).

RATINGS:

WGAC captures first place in 47 of 52 quarter hours daily, Monday through Friday, 7 A.M. to 8 P.M., in the Augusta Retail Trading Area (Pulse, January 1952).

ADVERTISING:

More local and national spot advertisers spend more money on WGAC than on any other Augusta radio station.

MAIL PULL:

Always Augusta's top mail pull station, WGAC demonstrated its marked superiority in this category last Christmas when, to eliminate confusion among the small fry all four Augusta radio stations carried the same Santa Claus at the same time. WGAC accounted for a fat 40% of the total mail response:

WGAC	2,174 Letters
Station B	1,345
Station C	1,002
Station D	489

Right now? Typically, Busby's Bargain Block is averaging 1,000 letters a week in response to its Mystery Tune contest on WGAC.

TOP TALENT:

WGAC's local personalities capture first place in the 1952 Pulse ratings whenever they are on the air.

1. Claude Casey and the WGAC Sagedusters at 7:15 A.M., 12:15 to 1:00 P.M. and 6:30 P.M. daily.

2. Joyce Hayward, who conducts Augusta's only women's program, 1:15 to 2:00 P.M. daily.

3. Hugh Grant, former U. S. Minister to Albania and Thailand, and Augusta's only news commentator, at 7:00 P.M. daily.

4. Warren Hites, WGAC's star newscaster, at 7:00 A.M., 7:55 A.M., 8:30 A.M. and 12:00 Noon daily.

5. Farmer Chambers, Richmond County Agent and Augusta's only farm commentator, 6:15 A.M. daily (not rated because of early hour).

COMMUNITY ACTIVITIES:

WGAC, its personnel and its management are active in nearly every phase of Augusta's civic life. Included on its staff are the Chairman of the Augusta Chapter of the American Red Cross, the President of the Civitan Club, the Chairman of the Hospital Entertainment Committee of the Red Cross, the Campaign Chairman and Treasurer of the Boys' Club of Augusta, the Chairman of the Scrap Mobilization Committee of the Augusta area and members of the Boards of Directors of the Community Chest, the Red Cross, Boys' Club, Kiwanis Club, the American Businessmen's Club and the Merchants' Association.

COMMERCIAL:

By any measure, by any yardstick, WGAC is the Augusta area's *first* station. No matter what measurement you prefer, we've got it. For results, use WGAC. For action, see our

NATIONAL REPS:

Avery-Knodel, Inc.—New York, Atlanta, San Francisco, Los Angeles and Chicago.

st in the Augusta area

WGAC

AUGUSTA, GA. • 580 KC • 5,000 WATTS D • 1,000 WATTS N • **ABC NETWORK**

WDEF
CHATTANOOGA, TENNESSEE

has more audience, all morning, in Chattanooga than the next two network stations combined!

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

Represented by BRANHAM

agency

MARVIN FRANK, executive vice president, W. B. Doner, Chicago, elected president.

PENELOPE SIMMONS, radio-TV timebuyer, Federal Adv., N. Y., to Foote, Cone & Belding, same city, in same capacity.

ROD McKENZIE, Sherman & Marquette Inc., N. Y., elected vice president and account supervisor.

Mr. McKenzie

TED KEADY, radio-TV director, Lloyd Mansfield Co., to Pitluk Adv. Co., San Antonio, in same capacity.

NICHOLAS B. BJORNSON, Levenson Bureau, Phila., to Gray & Rogers, that city, in copy department.

RICHARD S. OLMSTED to Cecil & Presbrey Inc., N. Y., as assistant account executive. NORMAN WELLER, Brooke, Smith, French & Dorrance, to C&P's copy staff.

GAR W. YATES, vice president of Rogers & Smith, Chicago, and HOWARD N. SMITH Jr. of Dallas office, elected to board of directors.

DUDLEY D. CARROLL, manager of N. W. Ayer & Son, Honolulu, returns to Philadelphia office, replaced by JAMES P. SMITH. FRANCIS M. WATERS, assistant to president, Assn. of National Advertisers, to agency's New York office on public relations staff. DIRK A. WATSON returns to latter office in radio-TV department after tour of duty with Navy.

on all accounts

A BRIEF newspaper career on the *San Francisco Examiner* served as the portal for entrance into the agency field for Maury Baker, radio-TV director of the San Francisco office of BBDO.

Born at Salt Lake City in 1915, the son of a newspaperman there, Mr. Baker was graduated from the U. of California, but admits he learned more as managing editor of the informal *Daily Californian* than he did in the halls of learning.

His newspaper work led to general assignments and beat work on the *Examiner*. When World War II began slenderizing city room staffs, he joined the advertising department of Associated Oil, and shortly afterward was appointed assistant director of public relations for the western division of the American Red Cross.

After an interim of three wartime years as a commissioned officer in the China-Burma-India theater, he entered radio with KGO San Francisco, ABC's owned and operated station there. When ABC opened its extensive television plant, Mr. Baker took over promotion and publicity operations.

"The pace was fast, but the preconditioning in so many fields has come in mighty handy since I've been with BBDO," Mr. Baker says. He joined BBDO in June, 1951.

Not so much an account man as he is a radio-TV specialist, Mr. Baker works on all accounts at present active in the broadcasting media. These are Standard Oil of California, Gallo Wine, Pacific Telephone, MJB Coffee and Circus Foods.

Mr. BAKER

In 1949, Mr. Baker won a national award for his promotional and advertising activities with KGO-TV. He is a member of Alpha Delta Sigma and a long-time member of the San Francisco Press Club.

Married in 1945, he is father of two sons, ages 6 and 1. He lives in Palo Alto.

Although Mr. Baker is an enthusiastic booster of both radio and television, he admits: "TV grabbed me by the ears when ABC first opened its San Francisco video plant. It hasn't let go yet."

beat

LEONARD H. RUSSELL, supervisor of research operations, Young & Rubicam, N. Y., to Warwick & Legler, same city, as director of research and member of plans board.

EARL WENNERGREN, William Kostka & Assoc., Denver (public relations firm), joins MacGruder-Bakewell-Kostka Inc., that city, as radio director. He succeeds **JOSEPH W. PALMER**, who transfers to Oil Industry Information Committee of American Petroleum Institute as representative, that city.

PAUL BRILLMAN, Electrical Distributing Co., Portland, to James Emmett Adv., that city, as account executive.

RICHARD MARSHALL, junior account executive, Foote, Cone & Belding Inc., L. A., named media manager.

VINCENT P. BLACK, Perfex Corp., Milwaukee, to Grant Adv., Detroit, as vice president serving as account executive on Chrysler Airtemp, Udylite Corp. and Frederic B. Stevens Inc. accounts.

LEONARD S. NAURISON, Thomas & Delehanty Inc., N. Y., to S. R. Leon Co., same city, as account executive.

DALE PLUMB, *Vancouver* (Wash.) *Sun*, to Showalter Lynch Adv., Portland, as account executive.

RAY McCAREN, account executive, Julian R. Besel & Assoc., L. A., to Clyde D. Graham Co., that city, in similar capacity.

FRAZIER NOUNNAN, J. Walter Thompson Co., Chicago, to Ruthrauff & Ryan, that city, as director of public relations and publicity.

DONALD A. BENJAMIN, Geyer, Newell & Ganger, N. Y., to Grant Adv., N. Y., to handle eastern area public relations for Dodge Div., Chrysler Corp.

ELIZABETH BEOHM, radio-TV writer, Sales Builders Inc., L. A., to Milton Weinberg Adv., that city, as copywriter.

POLLY PREDMORE, Aerogram Studio, Hollywood, joins Blitz Adv., Portland, as chief copywriter.

JAMES SPILLAN, Benjamin Eshelman Adv., Phila., elected vice president of Council of Adv. Clubs, Adv. Federation of America.

PHIL LAVEN, Tintair Co., N. Y., to Action Adv., Memphis, as division manager supervising offices in central and mid-southern states.

SAM HERMAN, assistant copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler, that city.

RALPH WEINSTOCK, Ted H. Bell Co., Hollywood, to Consolidated Adv. Directors, L. A., as account executive and head of sales and merchandising staff.

FRANK E. CLARKE, Erwin, Wasey & Co., L. A., elected president of Adv. Agency Production Managers' Assn. there. Named vice president was **WILLIAM M. CLARK**, West-Marquis Inc. **JOE HALL**, The McCarty Co., is new secretary and **GIL RICH**, Martin R. Klitten Co., treasurer.

MORTON & CLYDE, Portland, changes to **HENRY J. MORTON Co.** with sole ownership purchased by **HENRY J. MORTON** from **VELMA CLYDE**, who has resigned because of ill health.

DIXSON & JORGENSEN Inc., discontinued San Francisco office with accounts transferred to Los Angeles headquarters.

RUPERT ARNOLD Adv., L. A., moved to new headquarters at 439 S. Western Ave. Telephone is Dunkirk 2-4409.

YOU GET THAT PERSONAL-ITY TOUCH...

...PLUS...on The MODERN WOMAN Programs, WMAL's sales-getters starring Ruth Crane with Jacvkson Weaver—Mon. thru Fri., AM-FM: 11:30 to 11:55 a.m., TV: 3:30 to 4:00 p.m. Earning the HIGHEST local AM-FM-TV ratings* among women's daytime participations shows, The MODERN WOMAN Programs offer you a SURE-FIRE WAY to more Sales! SALES! SALES!
*May Pulse

Call or Wire
The KATZ AGENCY, Inc.
or WMAL Sales Department

WMAL AM FM TV
THE EVENING STAR STATION IN WASHINGTON, D. C.

Open Mike

(Continued from page 10)

terviews (and it was my voice that was used). There just wasn't a well-trained available Nielsen field staff that could tackle such a job; and, anyway, it wasn't necessary to get answers from non-owners, radio owners and TV owners in proper proportions. Nor had anyone developed the "family edit" to insure full interview cooperation. But times have changed.

NCS has to find all those missing pieces of radio (and TV) listening —in the living room, up in the back bedroom and yes, out of home, too. And we don't want any "forgetting" or "exaggerating." Our Audimeter will help us there because we have the perfect check in what these machines record against what the *same* homes report. The machines must be pretty good or NRI and NTI subscribers wouldn't use them for programs, far more demanding than circulation measurements. And as for programs, Page 5 of our ballot only goes to a subsample and isn't used for station coverage anyway regardless of what SAMS would like to think.

These trade press "wars" get wearisome after 20 years. We have a job of helping radio and TV and that's battle enough. How about a crusade instead of a civil war for a change.

John K. Churchill,
Vice President,
A. C. Nielsen Co.

[EDITOR'S NOTE: Mr. Churchill, who once was director of research of BMB, is advised that if war exists, BROADCASTING • TELECASTING did not declare it.]

* * *

Thank-You Note

EDITOR:

At this time it is possible to examine the results of our efforts in obtaining cooperation from the radio and television industries for our 1952 crusade . . .

During the month of April, Cancer Crusade Month, and the early part of May, into which the crusade was extended, the radio networks gave us 346 appeals as compared with 240 last year. For the same period, the television networks gave us a total of 156 appeals as compared with 135 last year. We had three simulcasts, 12 radio and 18 television integrations, and 10 advertisers using national spot radio gave us mentions running well above 200. In radio there were four network programs devoted either completely or mostly to the American Cancer Society and in television there were seven features . . .

The figures I gave above are f network cooperation, but our fie representatives tell me of am throughout the country where i was impossible to avoid hearing th subject of cancer throughout th month of April.

We are grateful to you for hel ing us tell the industries of ou crusade and we are thankful t the good men and women in radi and television for helping so ad mirably in the fight to contro cancer.

Walter King
Dir. of Radio-TV
American Cancer Society
New York

in the public interest . . .

IN an all-out safety drive, WABJ Adrian, Mich., 27 months ago enlisted 13,000 students in 11 high schools and more than 100 grade schools in Lenawee County, awarding pennants and students' "safety" buttons in the case of schools with no accidents for a month. Weekly *Safety Quiz* is recorded in various schools for broadcast and Mon.-Fri. *Safety Story Lady* promotes safety.

* * *

Share-Ride Service

DURING transportation strike, WGSM Huntington, L. I., secured transportation to New York for 200 commuters through morning disc jockey Bob Murphy, who acted as intermediary between the strike-bound Nassau-Suffolk commuters and 53 car owners who offered rides during the program's 6:15-9:15 a.m. period.

* * *

Air Raid Instructions

AIR RAID test alert in Hartford, Conn., found WDRC there ahead of time with a mobile unit cruising the streets giving instructions to listeners on what to do when the sirens went off. In the mobile unit were Station Manager Walter Haase, a civil defense public relations official and announcer Leif Jensen.

* * *

WBAL Aids Reunion

AFTER a 20-year separation, Navy seaman Robert Phipps and his father, Ralph Hamblin of Geneva, N. Y., were reunited last Monday on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT and CDT). Seaman Phipps had written to news commentator Archdale J. Jones of Baltimore *News - Post's* WBAL, seeking aid in locating his real father, whom he had not seen since his adoption as an infant by another family. Knowing only that Robert had been born 21 years ago in Waterloo, N. Y., Mr. Jones enlisted the aid of his radio audience and followed tips until he located Mr. Hamblin in Geneva, N. Y. Until their belated introduction during the program, neither Seaman Phipps nor Mr. Hamblin knew the reason for his invitation to appear on *Today*.

A **TOP** Testimonial
for a **TOP** Program
on the Midwest's **TOP** Station

An Agency Executive wrote WGN in May:

"I can say that without qualification that the "M.J.B. Show" was the best participation program that we used anywhere in the West or Far West. In fact, he outpulled almost all of the other 50,000 watt stations combined and these stations were located in Cleveland, Detroit, Los Angeles, Pittsburgh, Boston and other important markets throughout the country."....

Remember... RADIO SELLS MORE TO MORE PEOPLE FOR LESS ...
and your BASIC BUY in the Middle West is WGN ... delivering the greatest coverage and the most homes reached per week*

*1949 BMB

A Clear Channel Station ...
Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

NBC's MEN IN THE NEWS: *Henle*

"I love politicians"

Photograph by RALPH STEINER

Ray Henle has a long, sincere and requited affection for the political genus. It goes back to his first years in Washington and one of his first big political stories — when President Coolidge chose not to run. In the intervening years, Henle has covered every convention and traveled extensively with each president as well as candidates Landon, Willkie and Dewey.

As editor-in-chief of THREE STAR EXTRA, his understanding of and continuing interest in politicians stands him in good stead.

With Albert Warner as expert on international affairs, Ned Brooks covering domestic news, and Henle on the Washington beat, the Sun Oil Company's THREE STAR EXTRA presents nightly the interpretations of three experts — each working in his special field.

Credit NBC with another unique format for broadcasting news, and credit NBC for having such eminently able newsmen as Henle, Warner and Brooks.

It's not easy to hold news leadership in both radio and television as NBC consistently does. It has to be done the hard way — by having a larger, more distinguished news force and by broadcasting more hours of news every week. That's why most people hear the news first and hear more of it from NBC.

NBC *radio and television*

a service of Radio Corporation of America

Mrs. MUFFIN IS NO Myth ANYMORE!

- We're not lisping, either . . . when we say there's no myth to Mrs. Muffin's capturing the interest and imagination of "the younger set" in New Orleans.
- Bright and early each Saturday morning, young ears are literally glued to their radios (WDSU, of course) between 8 and 9 o'clock. During these sixty magic minutes, Mrs. Muffin weaves fascinating stories . . . as well as giving tips on health, safety, and good deeds.
- As proof of her magnetic personality, recently Mrs. Muffin received more than 6,000 letters during a single week. If sales to the "small fry" is your problem . . . Mrs. Muffin can easily provide the solution!
- Don't ever be fooled by myths . . . let WDSU show you real sales in the "Billion Dollar New Orleans Market."

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS CBS

new business

Spot • • •

EMERSON RADIO & PHONOGRAPH Corp., N. Y., and PAN AMERICAN WORLD AIRWAYS, to sponsor radio spot campaign in various markets to boost sales of Emerson "Pan American" portable during vacation season. Agency: Grey Adv., N. Y.

REV. PERCY CROSBY planning to place radio version of TV show *Young People's Church of the Air*, in Los Angeles, Chicago and Pontiac-Detroit areas Monday through Friday. Agency: John Camp Agency, Ft. Wayne, Ind.

INTERNATIONAL SHOE Co., St. Louis, adds 45 stations to lineup of *Howdy Doody*, NBC-TV. Company has 52-week contract for a quarter-hour, adding the new list to its current 81 stations. Agency: Henri, Hurst & McDonald, Chicago.

LYON VAN & STORAGE Co., L. A., starting *Elmer Peterson and the News* on 13 NBC Pacific Coast radio stations, Tues., 5:45-6 p.m. PDT, for 26 weeks from Aug. 5. Agency: Smalley, Levitt & Smith Inc., L. A.

GENERAL FOODS Ltd., Toronto (Swansdown flour), has started spot announcements on a number of Canadian stations. Agency: Baker Adv. Ltd., Toronto.

Network • • •

NAUMKEAG STEAM COTTON Co., N. Y. (Pequot sheets and pillow cases), to sponsor Tuesday and Thursday segments of 15-minute *Paul Stone Show* on MBS, Mon. through Fri., 10:15-30 a.m. EDT effective July 22. Agency: Jackson & Co., N. Y.

KRAFT FOODS Co., Chicago, renews *The Great Gildersleeve* on NBC from July 23 for 59 weeks, Wed., 7:30 p.m. CT. Agency: Needham, Louis & Brorby, Chicago.

CHEVROLET dealers renewing *Dinah Shore Show*, Tues. and Thurs., 7:30-45 p.m. on NBC-TV for 1952-53 season. Agency: Campbell-Ewald, N. Y.

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes), to sponsor *Pantomime Quiz* as summer replacement for *My Friend Irma* beginning July 4 on CBS-TV, Fri., 8:30-9 p.m. EDT. Agency: William Esty & Co., N. Y.

PROCTER & GAMBLE, Cincinnati, to sponsor *Boss Lady* as summer replacement for *Fireside Theatre* from July 1 on NBC-TV, Tues., 9-9:30 p.m. Agency: Compton Adv., N. Y.

Agency Appointments • • •

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.

WESTERN IRRIGATION Co., Eugene, Ore. (Dry-Lift drain valve) and MEADOWLAND CREAMERY Co., that city, appoint Coleman Adv., Portland.

THRIFTY DRUG STORES, L. A., appoints William W. Harvey Inc., that city, to handle vitamin products' advertising.

J. HENRY HELSER & Co., Portland (investment counselors), names House & Leland, that city.

COBBLERS Inc., L. A. (women's shoes, bags), HOLLYWOOD STATE BANK, Hollywood, and COMPUTYPER Corp., L. A. (div. Benson-Lehner Corp., applied cybernetics, business machines), name Vick Knight Inc., Hollywood.

Adpeople • • •

RAYMOND K. MEFFEN, sales manager, Bymart-Tintair Inc, N. Y. (hair coloring), named director of newly created professional division. ALBERT M. BEHRENS appointed coordinator of all firm's advertising, publicity and point of sale material.

DON HOYT, art-production department, Adolph L. Bloch Adv., Portland, to Mixermobile Mfg. Co., that city, as advertising manager.

J. J. CURTIS, eastern regional manager, Johnson's Wax, named national accounts manager to coordinate company's advertising and marketing policies succeeded by R. W. GRIFFITH. G. O. POTTER of firm's Chicago office, appointed national accounts manager in charge of midwest and western areas.

PUBLIC
SERVICE
RADIO
AWARD
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.
AMERICAN RADIO
SALUTES
THE TEXAS CO.
SERVING THE PEOPLE OF BUTTE AND MONTANA OVER
KXLF
EACH STAR DENOTES FIVE YEARS OF CONTINUOUS RADIO SPONSORSHIP IN THE PUBLIC INTEREST

The XL Stations

RESULTFUL ADVERTISING

on the XL Stations Pays Big Dividends Continuously.

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK Great Falls • KXLQ BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FIRST SHOWING of cars "live" on television by a new and used car firm in the Philadelphia area is claimed by John B. White Inc., Ford dealer there.

Capitalizing on the new WCAU-TV studios' accessibility from ground level, permitting cars and trucks to enter the studios, the White company initiated "live" demonstrations in the commercial portions of its news show a week after opening of the WCAU center [B•T, June 2].

The firm's advertising agency, J. Cunningham Cox, reported the "live" demonstrations televised excellently with favorable consumer reaction. Firm plans demonstrations on all future shows.

Six cars, "television specials," are shown on each program, and the firm thus can keep track of sales attributed to TV.

Keyed in this manner, the firm has been able to keep track of sales directly attributed to their TV expenditures. A company spokesman stated a "good number" of sales have been traced to television, of which the greater percentage were used cars.

Mr. Facenda, star of news program sponsored by John B. White Inc., helps "sell" a new Ford during a commercial.

* * *

strictly business

JACK HALEY

APPEAL to advertisers to join the TV industry in raising video's standards, made June 11 by NARTB Television Code Review Board Chairman John E. Fetzer, probably will fetch a wholehearted approval from John W. (Jack) Haley, advertising manager of Narragansett Brewing Co. of Cranston, R. I.

Head of the brewing firm's advertising since 1933, Mr. Haley this year breezes through his 25th year in radio. His associates tag him "an extremely vocal proponent of good taste in radio and TV."

He is proud of the several occasions Narragansett and his other clients have been honored for excellence of entertainment. Narragansett, with its heavy use of radio and its pioneering advertising on television making it one of the biggest advertisers in New England, received a certificate Award of Merit from City College of New York in 1947.

A Brown U. man (treasurer, Class of 1919), Mr. Haley first appeared on radio as commentator, actor and commercial announcer on a wide variety of local broadcasts sponsored by firms with products ranging from chewing gum to public utilities.

He probably has established some sort of a record by writing, producing and being featured on *Rhode Island Historian*, one of radio's oldest commercial programs. Sponsored continuously by the Providence Institution for Savings, a Mutual Savings Bank, from 1927 through 1949, the weekly radio program was supplemented only with occasional newspaper institutional advertising.

Radio scripts of the *Historian* program have been printed in pamphlet form and widely distributed to request mailing lists, and four bound volumes still are in demand at libraries and schools —each has passed the 20,000 copies mark. Many have been printed in Braille.

Mr. Haley is in national demand

(Continued on page 42)

It's Coverage That Counts!

Grandfather sure knew the value of coverage. He didn't take any chance of getting burned . . . and speaking of coverage, WBRE is the "must" buy to reach this 3rd largest populated market in Pennsylvania. Yes, it's coverage that counts and WBRE and only WBRE can deliver this mining-manufacturing market to you.

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

Greener Pastures for EUROPE too!

SAM SCHNEIDER

At the request of the Mutual Security Agency of the United States Government, Sam Schneider, KVOO Farm Director and President of the National Association of Radio Farm Directors will head a delegation of his co-workers on a six weeks' tour of Europe to help establish a more effective farm radio service on the continent.

An important part of Sam's work, in addition, will be to set up a GREENER PASTURES PROGRAM modeled after the highly successful KVOO Greener Pastures Program which has already been adopted in several South American nations.

Translations of this highly important and effective plan* have already been made available to European farm directors in order that they may be prepared to plan progressive steps toward its accomplishment when the American delegation arrives.

The success of the KVOO GREENER PASTURES PROGRAM is a source of pride to us and we are happy for the opportunity of sharing it with our friends in South America and Europe. The land is basic, whether here or any other place in the world. Let's all work to improve and restore it to its rich, original beauty and fertility.

*Your copy of this important Program is free for the asking. Just address your request to KVOO or your nearest Petry & Company office.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

NBC AFFILIATE

Like pork goes with beans

That's the way successful advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 42, No. 25 JUNE 23, 1952

POLITICS ON AIR: $10 MILLION HEADACHE

In the feverish campaigning for the Presidential elections, political broadcasting will play hob with commercial schedules on radio and television throughout the summer and the fall. Regular sponsors are already making plans to adjust their spots and programs to the dislocation bound to be made by the broadcasts of next month's political conventions. And politicians have already entered the market to buy up time next fall.

Democrats Already Are Buying Up Time

By JOHN OSBON

PACTS for "excellent time periods" in radio and television have been corralled by the Democratic National Committee for the post-convention political campaign, it was revealed last week.

While actual sums were not specified, it was learned that the contracts involve "hundreds of thousands of dollars" covering basic time purchases on all major radio-TV networks.

In announcing that contracts have been signed, Committee Chairman Frank E. McKinney boasted that the Democrats, for the first time, had skirted time pre-emption problems at a great saving to the national committee—and incidentally minimizing the headaches of network executives later on.

The purchases cover basic time only on "all national networks" for programs to be broadcast and telecast starting next September and ending just prior to the election Nov. 5. The announcement came as the committee accelerated its Victory Chest drive to raise funds for radio, television and other media. Results for radio-TV funds thus far have been gratifying.

CHAIRMAN McKINNEY

. . . He beat commercial sponsors to the punch

Details were not available late last week but will be released shortly so Democratic officials can coordinate state and local campaign plans with the national schedule. The Joseph Katz Co., Baltimore, has been instructed to push ahead on programs.

Early Bird

"I believe we have secured excellent time periods which will reach every city, every town, every community and rural area in the country," Chairman McKinney said. "By moving early, we have saved substantial sums of money. We plan to see that this time is used to achieve the maximum effect."

Thus, the contracts presumably were signed with ABC, CBS and NBC radio and television networks; with MBS, and with DuMont Television Network. There were some reports that commitments will approximate $1 million, give and take either way.

It was reliably learned the Democrats had purchased 10:30-11 p.m. Election Eve network segments.

Chairman McKinney pointed out that choice time periods were obtained early—"before commercial sponsors have signed their fall contracts." In a letter to Democratic party workers, Mr. McKinney explained:

. . . By contracting for this time now we are saving substantial sums which in previous campaigns we have had to pay to remove regularly scheduled sponsored shows to make way for political broadcasts. This expense—whatever amount it cost to produce the program—was in addition to the money paid to the network for the time.

To give you some idea of what kind of money this involved, the production cost of many top television shows is as much as $40,000 or $50,000, over and above the cost of the network time.

This year, however, we have secured choice time periods on television and radio *before* commercial sponsors have signed their fall contracts. If we had waited until late summer to sign these contracts we would have had to pay money running well into six figures to remove sponsored shows in order to get the same time we now have under contract.

Mr. McKinney noted that the Victory Chest drive [B•T, June 9] "is off to a good start," although most of the contributions have not been large and "it takes a lot of these contributions to meet the high cost of radio and TV time." In fact, the radio-TV appeal bids fair to become "the most successful campaign" the party has ever conducted, he added.

The Democratic chairman assured party workers that emphasis on the radio-TV fund did not mean "we are going to rely only on those media." He proposed a "well-rounded publicity and advertising program, utilizing every medium of communication to the maximum that our legal campaign ceiling will permit."

Fund Raising

Mr. McKinney referred to the $3 million ceiling imposed on campaign expenditures during an election year under the Hatch Act. Early estimates placed radio-TV funds for the Democrats at somewhere between $1-$2 million.

"We will be able to do a better job in all [media] fields because we are moving early to raise our radio and TV fund to contract for basic national network time," Mr. McKinney observed. He called on party workers to send in any con-

(Continued on page 97)

How Sponsors Plan To Meet Disruptions

By FLORENCE SMALL

AN ESTIMATED seven to ten million dollars worth of radio and TV spot announcement schedules will be disrupted by the networks' coverage of the political conventions during July, with agencies split in their demands for either time-credit or substitute ("make good") time, the latter to be cleared with the agencies in advance.

The situation derives from the fact that the networks anticipate that during the conventions' keynote addresses and dramatic occasions like the first balloting, coverage will not be interrupted for station identification. However, during predictable convention action all the networks will strive for at least half-hour breaks in radio of the usual 30 seconds duration and at least one break during the hour in television.

Disappearing Spots

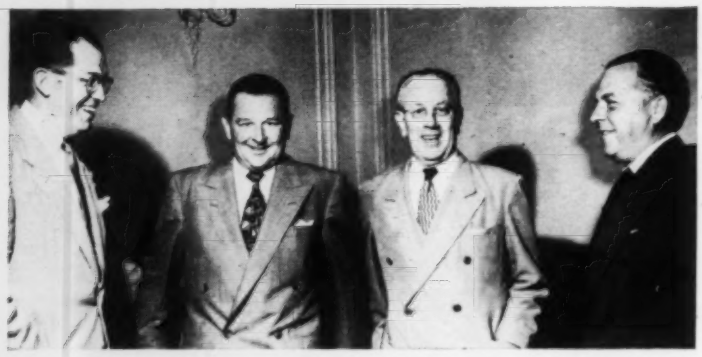
Thus, since the individual station on the network will be able most of the time to retain the 30 seconds for station identification, that revenue will not be unduly affected, but the stations still face the loss of the quarter-hour spot.

One of the first radio station representatives to query New York agencies on the problem last week was the O. L. Taylor Co. President Lloyd G. Venard sent letters to the agencies asking approval of a suggested method to be used in handling affected national accounts.

Mr. Venard's plan as expressed in his letter suggested that "if a national account is missed during the convention, the station is to run that announcement on the first break that is open. If for instance, an announcement is scheduled for 11 a.m. and is knocked out by the convention, it would run at the first open break."

Although it was too early for Mr. Venard to have received complete replies, B•T was able to spot

(Continued on page 30)



ATTENDING the National Assn. of Radio & TV Station Representatives' Spot Radio Clinic luncheon in New York's Hotel Biltmore June 10 are (l to r): Arthur McCoy, Avery-Knodel Inc.; C. L. Miller, president, C. L. Miller Co., honored guest; T. F. Flanagan, managing director, NARTSR, and Jones Scovern, Free & Peters Inc.

LBS VS. MAJORS

Trial Date Now Jan. 19

THE EXPIRING Liberty Broadcasting System was revived a bit last week as a Chicago federal district court judge set Jan. 19 as the trial date in the network's anti-trust suit charging conspiracy by major league baseball clubs.

Liberty's Chicago law firm, McConnell, Lutkin & Van Hook, on Tuesday requested and received a January trial date. The early date is expected to influence creditors so they may agree to continuance of the costly litigation.

Creditors of Liberty—to whom almost $1½ million is owed—will meet in Dallas July 8 to select the trustee in bankruptcy, who is the permanent replacement for the receiver. The receiver is William J. Rochelle, Dallas attorney, who may also be named trustee.

The trustee and creditors will decide what disposition is to be made of the baseball suit. Should the network win a favorable decision, creditors would stand to collect everything owed them. However, they might decide to drop the suit because of litigation costs and the possible time involved in getting a decision. As it is now, debts might be paid off at the rate of 10 cents on the dollar. Liberty's liquid assets are unknown, but presumably include accounts receivable from former affiliates and equipment.

COPYRIGHT BILL

Senate Group Okays

BILL to broaden the Copyright Act to protect recording rights of authors of non-dramatic literary works [B•T, March 31, 24] was reported favorably last week by the Senate Judiciary Committee. Bill (HR 3589) is substantially the same as the House-passed version, which would require broadcasters to secure the consent of the author for airing.

Maximum damages of $100 are permitted "where the infringing broadcaster shows that he was not aware that he was infringing and that such infringement could not have been reasonably foreseen."

HUMPHREY LAUDS

Talent on OPS Shows

PRAISE for patriotic services donated by radio and film talent in connection with radio programs of the Office of Price Stabilization was given by Sen. Hubert H. Humphrey (D-Minn.). He paid the tribute to their "patriotism and selflessness" in response to charges that broadcasters and artists were aiding OPS "propaganda" programs.

Sen. Humphrey's statement, introduced in the *Congressional Record*, pointed out that the people must understand the OPS program to check inflation as well as maintain and expand production. He said:

I am confident that your contribution of talent and time has the appreciation of all Americans who fear inflation and desire to protect their economy. You and your associates have been criticized by a small handful of my colleagues for assisting your government. If helping your government in its anti-inflation program is to be considered controversial and political, then I say that we are only a step away from condemning any individual who desires to help his government carry out a program enacted by law through Congress.

BAB CLINICS

Management Units Held

SERIES of Broadcast Advertising Bureau clinics for station managers and sales managers was held in the East last week, with sessions at Philadelphia, Baltimore, Washington and Richmond, Va. Kevin B. Sweeney, BAB vice president, and Jack Hardesty, director of local promotion, made the tour.

Morning programs covered BAB's internal operations, with presentation of income distribution and jobs accomplished along with plans for the rest of the year. These plans include extensive advertising and retail sales promotion drives.

Afternoon sessions were devoted to sales discussions with station sales and program executives. BAB projects were described in detail.

DORLAND ASSETS

Liquidation Authorized

LIQUIDATION of the fiscal assets of Dorland Inc., New York, was authorized last week after the agency, with liabilities said to be $190,000, filed an assignment for benefit of creditors in New York County Court.

The authorization was given to A. Alan Reich, attorney for the assignee, at a meeting at which 32 of the agency's largest creditors —among them WOR New York ($28,260) and the DuMont TV Network ($25,000)—met to appoint a committee of five creditors. They are: Merrell Morgan, representing DuMont Network, Chauncey H. Levy, General Television-Radio; Muriel Henle, ABC; Joseph Lewis, Bingham Photo Engravers, and Leo M. Rogers, Rogers Engravers Co.

The creditors' committee also employed an accountant to go over the books and report to the committee within a fortnight.

Among the questions for the accountant to pursue are the relationships, if any, (1) among Dorland Inc., Dorland Adv. Ltd., and Dorland International, and (2) between Dorland Inc. and the Wesley Assoc. agency, which occupies office space with Dorland Adv. Ltd. and whose staff includes Dorland President Atherton Pettingell and Executive Vice President Walter Maas.

At the creditors' meeting, Eugene Roth, attorney for Dorland Inc. said that merchandising activities of radio-TV division under Harold Kaye were the main cause of the agency's financial break-up. He said Mr. Kaye was part owner of some of the companies that were delinquent in paying their bills.

Lewis Ullman, attorney for Mr. Kaye, who was not represented at the meeting, pointed out that in a settlement back in March Mr. Kaye paid Dorland Inc. approximately $15,000 and that there is still a possible rebate of $2,000 or so owed to Mr. Kaye by Dorland. The original settlement of $15,000 was made, he said, after Mr. Pettingell stated in a letter during the Dorland-Kaye litigation that "we may have been in error with respect to the amount of $46,142.94, which we asserted was due. . . . The figure alleged now appears to have been unduly large."

Clandestine VOA?

IS THE Voice of America violating the law of Japan? The Japanese Foreign Office and Radio Regulatory Commission, according to newspaper accounts, think perhaps VOA and Korean language broadcasts may run afoul of Japan's electric wave law. A section of that law stipulates that no license for operating a station shall be given to a foreign country. But the U.S. expressly demanded the right of broadcasts when it negotiated the security pact with Japan. Nipponese authorities hold the broadcasts are not intended for U. S. forces there but the local populace.

FRENCH SARDINE BUYS

Godfrey Show Segments

FRENCH SARDINE Co. of Terminal Island, Calif., has bought two weekly quarter-hours of the simulcast of Arthur Godfrey's morning show on CBS radio and CBS-TV, effective Sept. 2, bringing to 14 the number of 15-minute simulcast segments already sold for this fall.

CBS-TV Network Sales Vice President Fred M. Thrower announced the purchase of the simulcast on Tuesday and Thursday for the firm's Starkist Tunafish product, through Rhoades & Davis, San Francisco.

Drawn for BROADCASTING • TELECASTING by Dick Wing

"Just think! In twenty minutes your appendix will be in practically every living room in the city!"

HOUSE PASSES McFARLAND BILL

Also Libel Measure

By EARL ABRAMS

FIRST major revision of the Communications Act in 18 years is in the hands of Senate-House conferees this week, following passage last Tuesday of the House version of the Senate-passed McFarland Bill (S 658).

Only major amendment adopted on the House floor was a provision to exempt radio stations from damages for libel uttered by political candidates or their authorized spokesmen. This was offered by Rep. Walt Horan (R-Wash.).

The same amendment would forbid stations from charging political candidates more than the comparable commercial rate.

Horan amendment was adopted 92 to 27, after the House defeated by 59 to 37 an amendment offered by Rep. Joseph P. O'Hara (R-Minn.) which would have permitted station operators to censor candidates' speeches for defamation and obscenity.

House also defeated by voice vote an amendment by Rep. Harry R. Sheppard (D-Calif.) to strike the provision to forbid the FCC to discriminate against newspaper applicants "solely" because of newspaper ownership.

This motion, and the debate preceding and following it, brought the admission from the bill's managers—Reps. Oren Harris (D-Ark.) and J. Percy Priest (D-Tenn.)—that the newspaper provision does not bar the FCC from turning down a newspaper applicant if in its judgment a favorable grant would conduce to monopoly in the dissemination of news in the community involved.

This is one of the provisions which was believed to have been at the root of the White House's objections to the McFarland bill, and which led to its removal from the House schedule two weeks ago [B•T, June 16].

Bill as passed by the House follows the general outline of the legislation passed in February 1951 by the Senate with several important differences (see summary of principal points below).

Senate-House conferees are scheduled to meet this week behind closed doors. No major changes are expected to be made in the McFarland bill, although it was said two weeks ago that the FCC had "reached" the White House which had ordered that certain provisions be "adjusted."

Fact that the only attempt to "soften" the bill was made by Rep. Sheppard surprised industry observers. The four-and-a-half-hour debate produced no opposition to the bill. Most of the time was spent on the newspaper section and the political censorship amendment.

Representing the Senate in the conference committee are Democratic Sens. Ernest W. McFarland (Ariz.), author of the bill; Edwin C. Johnson (Col.), Lester C. Hunt (Wyo.), and Republican Sens. Charles W. Tobey (N. H.) and Homer E. Capehart (Ind.).

Representing the House are Democratic Reps. J. Percy Priest (Tenn.), Oren Harris (Ark.), Homer Thornberry (Tex.) and Republican Reps. Charles A. Wolverton (N. J.) and Carl Hinshaw (Calif.).

Agreement Seen

Little difficulty is expected in "compromising" differences between the House and Senate bills.

Broadcast spokesmen are hopeful that the provisions relating to suspensions, cease and desist orders and fines will be eliminated. They also believe that the provision regarding the purchase of the apparatus of unsuccessful applicants for license renewal by the successful grantee can be deleted. They feel that the language of the Horan amendment referring to political charges will be clarified.

Spokesmen for major broadcasters also are hopeful that House conferees will accept the Senate provision eliminating the double jeopardy clause.

Most spirited debate was on the respective merits of the Horan and the O'Hara amendments. The former, which was adopted, would exempt broadcasters from liability for libel uttered on the air by political candidates or their authorized spokesmen. The latter would have permitted stations to censor political speeches for "defamation and obscenity."

The O'Hara amendment was defeated by a House which felt political candidates' speeches should be inviolate and that it was unfair to station owners to require them to give time to political candidates and forbid them to censor such talks, while at the same time permitting them to be sued for libel.

Adoption of the Horan amendment evoked strong words from Mr. O'Hara. After raising the question of constitutionality, Mr. O'Hara declared:

I do not believe, and I assure you I say this in all sincerity, that the Congress of the United States could pass an act which would exempt someone . . . from the libel laws, either civil or criminal, of the States, and that is just what you are going to be passing on in this provision.

Adoption of the amendment drew even stronger words from Rep. Clare E. Hoffman (R-Mich.):

"This amendment . . . is an in-

(Continued on page 36)

Horan Amendment

REVISED Section 315 of the Communications Act, adopted by the House by a vote of 92 to 27 upon a motion by Rep. Walt Horan (R-Wash.), is as follows:

"'Facilities for Candidates for Public Office

"'Sec. 315. (a) If any licensee shall permit any legally qualified candidate for any public office in a primary, general, or other election, or any person authorized in writing by such candidate to speak on his behalf, to use a broadcasting station, such licensee shall afford equal opportunities in the use of such broadcasting station to all other such candidates for that office or to persons authorized in writing by such other candidates to speak on their behalf.

"'(b) The licensee shall have no power to censor the material broadcast by any person who is permitted to use its station in any of the cases enumerated in subsection (a) or who uses such station by reason of any requirement specified in such subsection; and the licensee shall not be liable in any civil or criminal action in any local, State, or Federal court because of any material in such a broadcast, except in case said licensee shall willfully, knowingly, and with intent to defame participate in such broadcast.

"'(c) Except to the extent expressly provided in subsection (a), nothing in this section shall impose upon any licensee any obligation to allow the use of its broadcasting station by any person.

"'(d) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the minimum charges made for comparable use of such station for other purposes.

"'(e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.'"

Main Points in House Version of New Bill

SALIENT features of the McFarland Bill (S 658), passed last week by the House and now the subject of Senate-House conference, are as follows:

Cease and desist orders, suspension of licenses, fines—House bill gives FCC power to suspend licenses up to 90 days, issue cease and desist orders, levy fines up to $500 per day per infraction. This is in addition to existing authority to revoke licenses for cause. Senate bill permits issuance only of cease and desist orders.

Newspaper ownership — House bill forbids FCC to discriminate against newspaper applicants "solely" because of newspaper ownership or association. Senate bill does not contain this provision.

Political broadcasts—House bill exempts broadcasters from damages for libel uttered by political candidates speaking over stations. It also forbids stations to charge more than the "minimum charges made for use of such station for other purposes" for political broadcasts. Senate bill does not contain these provisions.

Double jeopardy—Senate bill deletes that portion of Section 311 of Communications Act which gives FCC power to revoke licenses of any licensee found guilty by Federal court of anti-trust violations in radio or communications business. House version does not touch this provision, leaving this section as *status quo*.

Separation of staff and Commissioners—Both bills forbid staff of FCC from consulting with or making recommendations to Commissioners regarding decisions on cases before them. Both bills set up a review staff whose only function is to digest evidence for Commissioners. Senate bill adds a legal assistant to staff of each Commissioner. House bill adds a "professional" assistant to staff of each Commissioner. House bill is more rigid than Senate version.

Action on cases—Both bills require FCC to reach final decision on applications within three months after filing on cases not requiring hearings, within six months after close of hearing on hearing cases. Both also require full report to Congress on cases not acted upon which are on file for longer than above periods.

Job jumping—Senate bill prohibits any Commissioner from representing a client before FCC for one year after resignation. It also applies to staff executives. House bill does not include this provision.

Declaratory orders—Senate bill orders FCC to issue declaratory orders only when requested. House bill does not include this provision.

Sale of equipment—House bill requires FCC to compel a successful grantee to purchase equipment of unsuccessful applicant when latter is licensee of facility involved. Senate bill does not include this provision.

Renewals—Both bills put burden of proving that a licensee is not qualified for renewal of license on the FCC.

Hearing procedures—Both bills require FCC to notify applicant and other interested parties of time and place of hearing and reasons why grant cannot be made. Applicant is permitted to object to FCC's reasoning. If FCC, after reply of applicant, still feels it cannot grant application without hearing, it may then set case for hearing.

Protests and petitions for rehearing—Both bills permit protests against grants or petitions for rehearing to be filed up to 30 days after a grant. Both bills also require FCC to answer protests or petitions for rehearing within 15 days after filing.

COMBINED RADIO-TV SELLS BEST

Says NBC's Madde

"BEST unduplicated buy an advertiser can make is the combination of radio and television," Edward D. Madden, NBC vice president in charge of TV sales and operations, said Tuesday in an address before the American Marketing Assn. meeting in Cincinnati.

Mr. Madden

Citing Nielsen figures on "an actual experience of last year," Mr. Madden reported that an advertiser sponsored a network radio program reaching 14.1% of all U.S. homes and a network TV show reaching 7.9% of the nation's homes, but with only 1/10th of 1% of all homes reached by both programs.

Duplicated Audience

"The important thing here is that the duplicated audience—the number of homes reached by both programs—is only 43,000 out of almost 10 million homes reached by the advertiser with this combination," Mr. Madden pointed out.

"Radio," he declared, "has too much basic circulation—and, in addition, secondary sets, portable and auto sets—to be passed over. It has too much grass roots penetration, too much advertising impact, for it to be omitted from any advertiser's schedule."

Answering critics who have charged TV with pricing itself out of the reach of most advertisers, Mr. Madden stated that "day or night, television gathers an audience for the advertiser at an economical cost per viewer. And its price is low in comparison with the cost of reaching people through the older visual media."

He backed up these statements with figures showing that an average NBC-TV sponsored evening half-hour cost the advertiser $37,600 for time and talent and reached 11,192,000 viewers in 4,204,000 homes for an average cost of $3.36 per thousand viewers. The average NBC-TV daytime half-hour, costing $15,100 and reaching 4,224,000 viewers in 2,057,000 homes, delivers viewers at the price of $3.57 a thousand, he reported.

In contrast to these TV costs of $3.36 for an evening half-hour and $3.57 for a daytime half-hour per thousand persons reached, Mr. Madden said that a black-and-white page in *Life* costs $3.83 per thousand and a 500-line ad in the leading newspaper in 64 markets costs $5.17 per thousand. "The most economical medium is television," he noted, "which is substantially below either the largest magazine or newspaper advertising."

Realizing several years ago that as TV circulation increased, costs would also increase, NBC-TV "introduced new selling concepts of multiple participating sponsorship, which are making network television advertising available to moderate budget advertisers," Mr. Madden stated.

"They also enable advertisers with somewhat larger budgets to co-sponsor programs which they alone couldn't afford," he commented, reporting that of the 50 leading advertisers, 48 are using television and of those 48, "36 are using some form of participating sponsorship." In the next 50 advertisers, 35 are using TV and 19 some form of participating sponsorship, he said.

"Actually, what we're doing is to make it as easy for the advertiser to buy TV as it is for him to buy space in magazines," Mr. Madden said. He pointed out that an advertiser who wants to reach housewives can buy 15 minutes of the *Kate Smith Hour* (Monday-Friday, 4-5 p.m.) for $12,044, at a cost per thousand of $2.27. A quarter-hour of *Howdy Doody* (Monday-Friday, 5:30-6 p.m.) costing $12,541, will deliver viewers (90% kids) at a cost of $1.93 per thousand. To reach the whole family, Mr. Madden noted, the advertiser can use as little as a five-minute segment of *Today* (Monday-Friday, 7-9 a.m.) for $2,352, or a cost per thousand of $1.36. The three advertisers who jointly sponsored the middle half-hour of *Your Show of Shows* paid $17,329 each a week, he said, reaching viewers at 85 cents a thousand.

"I'm not saying that you will not have individual sponsorship of individual programs," Mr. Madden declared. "What I want to get across to you is that television advertising will not be frozen into the traditional patterns of network radio."

Asking, "Do these new TV selling concepts vitiate the soundness of advertising practices established in radio?" Mr. Madden pointed out that "in radio you had the same advertiser sponsoring the same program on the same stations week after week in 13-week cycles. You had frequency and continuity of advertising impressions on a mass market of consumers.

"If you analyze that situation, you find it's made up of two important elements: One, the program, which listeners could get by turning to the same station, on the same day, every week; two, the frequent and continuous advertising impressions the advertiser could make on the audience attracted by the program.

"These two elements—the mass audience and the frequent, continuing advertising exposure—we must and will retain in the new selling plans television will develop. In many instances we will have to forego the luxury of exclusive advertiser identification with the program, as you had in radio."

Research organizations should revise their radio evaluation methods

(Continued on page 97)

PROFIT SQUEEZE

Theme of Doherty Talk At Nags Head Meet

BROADCASTERS, one of few industries to absorb rising operating costs out of profits, must avoid or minimize the squeeze between income and operating costs, Richard P. Doherty, NARTB employe-employer relations director, told the North Carolina Assn. of Broadcasters, meeting Friday at Nags Head, N. C.

At the same time, he said, radio seems to be the only industry content to reduce profits to pay higher costs of operation. The results could be "devastating" if inflation continues, he added.

John H. Smith Jr., NARTB FM director, called on broadcasters to get FM out of the "foreign language class and into the great radio family" by talking "radio and TV" instead of "FM, AM and TV."

In his analysis of labor and operating costs, Mr. Doherty said the upward spiral will continue "regardless of the political outcome of the November elections." He said inflationary forces "have jumped the national income from $233 billion in 1947 to $328 billion in 1951—an increase of 41%. During the same period the revenue of the radio broadcasting industry rose by 30%. Radio stations and networks need a combined additional income of some $153 million if the industry is to get the same proportionate share of the nation's income as was received in the 1946-50 period."

Lists Operating Problems

Operating problems of the broadcaster are shaped and influenced by broad and complicated national trends, Mr. Doherty said. He listed these as: National policies which generate inflation; national tax programs which affect potential sponsor advertising budgets; national wage and employment patterns; nationwide union practices; national radio rate tendencies; national legislation which directly affects, or threatens, the standards of all radio and TV operations.

"Never before in the history of broadcasting," he continued, "has there been such a crying need for industry-wide cooperation and for outside operating services and aids if profit-making stations are to maintain their profits and 'red-ink' stations are to get into the black."

Referring to radio's absorption of rising costs out of profits, Mr. Doherty said:

Newspapers and other lines of business have raised rather substantially the prices of their product or services to cover the steady upward march of costs. In fact, it is ironical that so many businessmen who, in their own businesses, know full well the impact of higher costs upon prices virtually fail to realize that radio has been equally subjected to higher wages, higher costs of equipment, higher taxes, higher costs for services and, in total, higher operating cost ratios.

NARTB's three-year campaign for better control of operating and labor costs has assisted a substantial segment of the radio and TV industry and has contributed greatly toward the improvement in the industry's profit margin. . . .

Operating costs for the majority of radio and TV stations are too high. These relative high operating costs result primarily from excessive payroll expenditures. While many stations operate with an efficient minimum staff, a full 50%, if not more, of the nation's stations employ too many persons. . . .

Chiding management, he said: "The fault with many station managements is that they are content to sit complacently on their profit margains—many of which are not too fat—and ride out the 'liquidation' of radio broadcasting . . . Established businesses don't die; they wither from managerial hardening of the arteries. We like to think of radio as one of America's younger industries; some of radio's management wants to act like old men sitting out the green bench era . . . . There is nothing wrong with radio that creative, courageous and competent management cannot solve. . . ."

In calling for recognition of FM broadcasting, Mr. Smith said "the great FM discovery" is being made in many more places, including radio manufacturing firms that had grown apathetic about FM. At least two firms are resuming production of FM sets, he said.

AMOUNT of selling copy in 35-word commercial is demonstrated to William H. Weintraub & Co. executives Carlos Franco (l), head of radio and TV, and Les Blumenthal (r) by George Backus, Edward Petry & Co. New York salesman, in the Petry drive to sell more 20-second chain breaks. Copy was prepared for Kaiser-Frazer.

MEETING THE CRISIS

NBC Reinforces; CBS Stations Buck Cuts

THE biggest problem facing network radio—how to re-stabilize it—was approached in separate but significant moves last week by the management of NBC and a group of affiliates of CBS Radio.

● NBC, to coordinate its radio and TV activities more fully, put NBC-TV Vice President Sylvester L. (Pat) Weaver Jr. in charge of both the radio and TV networks and installed Frank White as vice president and general manager of both, almost simultaneously starting to promote the use of radio and TV in combination as the most effective advertising buy.

● Looking toward the July 1-2 "Crisis Conference" of CBS Radio affiliates and CBS officials, members of the affiliates' steering committee met in an agenda session whose tenor gave notice that the network faces a scrap if and when it undertakes any major reduction in rates.

The NBC realignment, calculated to result in "more use of radio in both radio-only and television homes," as well as to benefit TV, came without warning. Announced by President Joseph H. McConnell late Tuesday, it makes Mr. Weaver's abilities—recognized especially in the programming field—available to the radio as well as the TV network, while giving both radio and TV the benefit of Mr. White's broad experience in administration and sales and also in labor and talent negotiations and relations.

Mr. White, who resigned as president of Mutual effective May 31, joined NBC June 10 and had been slated to head the network's projected television film division. This post went, almost simultaneously with the Weaver-White appointments, to Vice President Robert T. Sarnoff, who will be responsible for all NBC film activities including planned expansion of film syndication, reporting to Mr. White (see separate story, this page).

Denny Status

The exact future role of Charles R. Denny, executive vice president of NBC and acting head of the radio network, was not defined. Officials said, however, that he would remain in an executive capacity.

President McConnell's statement of the goals of the Weaver-White appointments—which represent a reversal of the concept which led the network to separate its radio and TV operations a few years ago—was as follows:

"Placing of the actual operating management of the radio and television networks under a single, coordinated control will benefit our audience and our customers. NBC radio network listeners will gain access to the outstanding personalities and attractions which have made our NBC television network such a success. The NBC television audience will have the advantage of a coordinated schedule of entertainment and information programs on both radio and television.

"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our television stars and attractions. This will benefit our audience in homes which use radio as the primary source of entertainment and information. This same coordinated planning will also offer television homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and television homes."

Mr. McConnell also felt the new arrangement would mean improved sales service to advertisers using both radio and TV, and more coordinated supervision and guidance for NBC employes.

Almost simultaneously with the new appointments—which became effective immediately—NBC's approach to advertisers began to emphasize the advantages of coordinated use of both radio and television as combined sales tools, and authorities expected that this would become standard procedure.

Mr. WEAVER
. . . heads radio and TV networks

Mr. WHITE
. . . vice president & gen. manager

* * *

The 43-year-old Mr. Weaver, with NBC since August 1949, has won reputation as a new-program idea man. Some of the departures from standard programming concepts which he has installed at NBC-TV are represented in the Saturday-night *Show of Shows*, with its rotation of stars, and *Today*, the two-hour early-morning communications program.

He started his career with advertising copy writing in Los Angeles following graduation from Dartmouth College in 1930, moved next into radio program production with CBS-Don Lee network, and became program manager of Don Lee's KFRC San Francisco. Moving to New York in 1935, he produced the *Fred Allen Show* for Young & Rubicam. By 1936 he had become manager of the agency's radio department. In 1938 he joined American Tobacco Co. and a year later—at 31—he was its advertising manager. After wartime service which started in 1941, he returned to American Tobacco in 1945, then went back to Y&R, where he was vice president in charge of radio and television—the post he held before moving to NBC.

Mr. White, who reports to Mr. Weaver in the new organizational structure, served both CBS and Mutual before joining NBC early this month. His entry into the broadcast field came in 1937, when he joined CBS as treasurer. In 1942 he was elected a vice president and director, continuing also as treasurer until 1947 when he was named president of the subsidiary Columbia Records Inc. He moved from CRI into the Mutual presidency on May 1, 1949. Substantial advances in MBS sales were made under his three-year administration.

CBS Radio Session

The CBS Radio affiliates' steering committee members met in Detroit on Monday. Though the details of their plans for the July 1-2 sessions were not made public, it was learned that they shared the conviction that reductions in rates—the subject which is expected to occupy the limelight at the meetings, in view of wide speculation that CBS Radio is planning cuts—will never stabilize radio, but instead will lead to greater uncertainties and losses.

The group, it was learned, felt that officials of the networks tend to rationalize the "inevitability" of reductions in rates, and fail to take into account the full vitality that does exist in the medium. Stabilization of the network radio situation can be achieved better by rate increases, if anything, and by rejec-

(Continued on page 34)

ROBERT SARNOFF

Heads New NBC Film Division

ROBERT W. SARNOFF, vice president of NBC and director of Unit Productions in its television network, last week was named to head a new NBC film division which will encompass all film activities of the network including a projected expansion of film syndication.

Announcing creation of the new division and the appointment of Mr. Sarnoff to direct it, NBC President Joseph H. McConnell said "we at NBC believe that films will play an ever greater role in the future of television" and that "we intend to stay in the forefront in this field as we have in other aspects of television."

Mr. Sarnoff

In his new post Mr. Sarnoff, who joined NBC-TV as an account executive in network sales in January 1948, will report directly to Frank White, vice president and general manager of the radio and TV networks under the reorganization which installed Sylvester L. (Pat) Weaver Jr. as vice president in charge of both networks (see story above).

The new film division chief was elected a vice president of NBC in June 1951, and became director of NBC Unit Productions last June 22. Before that he had progressed from network sales account executive to production manager for the television network, and manager of program sales.

As Unit Productions director, he was responsible for the several special NBC production units for *The Comedy Hour, All-Star Revue, Saturday Night Revue, Kate Smith Hour*, and the *Victory at Sea* documentary which will be released this fall.

Mr. Sarnoff, a son of RCA Board Chairman David Sarnoff, was assistant to the publisher of *Look* Magazine, and previously had served with the *Des Moines Register and Tribune* in a similar capacity, prior to joining NBC. He was in the Navy for three and a half years, with rank of lieutenant, and before that he served in the office of Gen. William Donovan, Coordinator of Information, in Washington.

XUM

THE "wee small hours" have meant big business for many station operators who have kept a surprisingly large listening audience entertained and informed between midnight and 6 a.m. Formats vary from a program including information on how fish are biting to that of a mysterious female disc jockey whose signature is "Lovingly Yours, Laura."

SALES LIFT

Joe McCauley interviews celebrities such as Rudy Vallee (r) on WIP Philadelphia, The Dawn Patrol.

Jim O'Leary, KCBQ San Diego, Midnight to Dawn *record man.*

Felix Grant, WWDC Washington, combines sales and public service.

Del from Dixie and Bob McKee alternate as emcees after midnight on WGN Chicago

BROADCASTING after midnight can be successful, too.

Stations on the air 24 hours a day report happy sponsors and worthwhile revenue from the 12 p.m. to 6 a.m. segment of their operation.

Others admit that while extra-hour programming does not always pay its way in cash it is a prestige builder for the station and makes radio more attractive to advertisers in other time classifications.

Increased local and national spot business is making many a station manager take a second look at the possibilities of these usually "blacked out" hours.

Advertisers who have difficulty finding the time they want during daylight or early evening hours or who like a lot of time for a comparatively low rate are looking at this "neglected" period, too.

A baker's dozen station managers in all parts of the country who have operated 24 hours a day anywhere from one year to 20 were checked by BROADCASTING • TELECASTING. Here are some of their conclusions:

- Favorite format: Records and news.
- Average personnel: Disc jockey and engineer.
- Typical sponsors: Local business (wishing to appeal to night listeners) and national advertisers (a good part of these per inquiry on some stations).
- Success: Every station reported satisfactory listener reaction.

Of course there are many variations. While most stations prefer to keep to a format of popular music, chatter and regular news roundups, others have found variations that appeal to their markets. KFAC Los Angeles uses classical music instead of popular. WWJ Detroit has a mystery girl disc jockey. WIP Philadelphia interviews celebrities. KDAL Duluth tells how fish are biting.

Proof that there is a substantial after-midnight audience has come from a number of sources. Advertest Research made a report in mid-March of this year on a study of the New York market that showed one in every ten homes in that area uses the radio after midnight. The report indicated that on the average week-day 10.3% of all families used the radio from 12 to 1 a.m.; 4.3% from 1 to 2 a.m.; 1.7% from 2 to 3 a.m.; .4% from 3 to 4 a.m.; .4% from 4 to 5 a.m. and .8% from 5 to 6 a.m.

Other markets with substantial swing shift factory operation or other night activity report an even larger percentage of late night listeners.

Since stations checked included those in every part of the country and formats varied widely the following capsule reports should prove interesting to advertisers considering this time segment and to station managers who are thinking of expanding into late-hour programming.

WGN Chicago

The WGN *720 Club* takes over promptly at midnight daily except Monday and continues to 6 a.m. Programming consists of records with five minutes of news each hour on the hour. First four hours of the show is devoted to popular music while the 4 to 6 a.m. period is made up almost entirely of hillbilly tunes.

Two personalities handle the show: Bob McKee, a staff announcer who became interested in the new and different selling methods needed for mail order commercials and Delores (Del from Dixie) Ward of Macon, Ga. Mr. McKee believes he is perhaps the only hillbilly announcer who ever went to Harvard. Miss Ward, with her soft southern voice, has a great following both above and below the Mason-Dixon line. The two alternate hours during the night.

Much of the program is seasonal advertising. Best results are obtained, WGN reports, from the 12 to 1 a.m. and 4 to 6 a.m. periods. Many advertisers are on a per inquiry basis. Advertisers participate in either 10 or 15-minute segments.

WIND Chicago

Beer and amusement advertising give a solid background of sponsorship for the midnight-to-morn-

FT WITH THE SWING SHIFT

Ted Jones presides over Night Beat *on KNUZ Houston.*

g segment on WIND Chicago. he station started its extra-hour peration with a 22-hours-a-day chedule in January 1933. On Dec. 1941 the schedule was expanded 24 hours and has continued since. The program first had the name *ilkman's Matinee* but this was anged in 1936 to *The Night atch.* Popular music on records used, with five minutes of news ch half-hour.

While the program is not a big evenue producer for the station, ntinuance is felt worthwhile. anagement of the station believes large industrial population is nec-sary to make this type of pro-am self-sustaining.

WCKY Cincinnati

The nighttime audience in the ncinnati area is largely male, in e opinion of WCKY's manage-ent. The station has been on the r all night since 1947 with its *ighthawks* program. To cater to en listeners WCKY plays pop th a sprinkling of pop hillbilly til 4 a.m. with five minutes of orts highlights every hour. At the format is changed with an ur of relaxing waltz music.

Frank Taylor, disc jockey han-ling the show, claims 5,000 mem-rs belong to the Nighthawks ub. Most sponsors are mail order vertisers.

The late show boasts a number outstanding success stories. One curred last summer when the uth Carolina Peach Growers' sn. reported a bumper crop with w truckers coming into the mar-t. The agency, Henderson Adv., Greenville, S. C., bought a satur-ion schedule telling fruit truckers what area the peaches were ripe. ency and association were eased with results.

While WCKY finds it difficult to ke the late programming pay own way with direct advertis-g revenue, management believes e public service it performs is rthwhile.

WSRS Cleveland

Newcomer to the 24-hour opera-n field, WSRS Cleveland is still perimenting with format and as t has not investigated its com-mercial possibilities. In its sixth month on the station, the late shift is covered by one disc jockey who plays request numbers and makes dedications. Advertisers have been attracted to the program and are buying spot announcements. WSRS management is pleased by the mail count and listener response attracted.

WJR Detroit

Constantly successful in drawing vast amounts of mail is the WJR Detroit format of transcribed music with five minutes of news every hour from midnight to 5 a.m. The station employs four disc jockeys for the period, including Marty McNeely, Johnny Russell, Bill Barber and Vic Cotton. Bob Conger reports news during the period while the disc jockeys keep listeners informed of the regional weather reports, road conditions and time.

The station has received mail from 43 states, six Canadian provinces, Alaska, Greenland, Cuba, Puerto Rico and New Zealand. One example of the program's pull came during a Chrysler-sponsored segment when an offer was made to give those who wrote in within 24 hours an automatic pencil. Although the offer was made on Sunday morning and many postoffices were closed, 17,129 requests postmarked within the time limit were received.

While the after-midnight segment is currently unsponsored on WJR, station management believes it well worth continuing because of the prestige and listener interest it builds. Interest in the program has been shown by several national advertisers because of its apparent pulling power and present favorable rates.

WWJ Detroit

From 2:05 to 6 a.m., WWJ Detroit listeners are soothed and entertained by the station's mysterious girl disc jockey, who signs herself, "Lovingly Yours, Laura." For more than a year she has spun discs and dispensed chatter six nights a week. On the seventh her counterpart, Lorraine, takes over. Beyond their voices the audience has no knowledge of who they are. Her secret identity, WWJ executives feel, adds relish to the program.

Laura does a five-minute newscast on the hour and between records chats anonymously about her family, friends, apartment, and the neighbors' dogs and children. Her voice has a very practical side, however. It has sold such commodities as new and used cars, men's clothes, women's clothes, gasoline, river boat cruises, department store items and ale. When Laura announced a special Mother's Day offer for a florist, his entire supply of special plants was sold out by 9 a.m. Her signature, "Lovingly Yours, Laura," has caught on in Detroit and listeners have given her name to favorite pets. Biggest thrill came when a man and his wife sent her a birth notice. The couple had waited for a taxi and the stork at the same time while they listened to her program. When the stork won, the baby was named for Laura.

The midnight-to-2 segment on WWJ is handled by Johnny King, an old showman and night club m.c. who uses show business for the basis of his between-record comments.

KDAL Duluth

So greatly did KDAL Duluth's audience seem to appreciate the station's first experiments with 24-hour operation and its *Vacationland Calling* program that it continued the plan after the vacation season. Since favorable comment has followed and actual loss is small in carrying the program through the months when there is little sponsorship, management plans to continue.

Decision to begin extra-hour programming came after a long, cold spring in 1950 threatened Minnesota's second greatest industry, the tourist business. KDAL checked schedules of other stations on 610 kc and found only one station, on the Atlantic Coast, operating after midnight. Assured of a big area of audience the station immediately started *Vacationland Calling.*

With Robert Daniels, an expert on fishing and woodcraft, in charge, format consisted of recorded music, time and temperature reports. Detailed descriptions of fishing conditions in Northern Minnesota lakes were given, plus information on camping sites and on the many resorts equipped for tourists. Within two weeks inquiries were received by the Minnesota Arrowhead Assn. and KDAL from 15 states as far south as Texas, and tourists started to arrive. It was estimated 70% of the early tourists on the Gunflint trail reported they had heard the program and became interested in the area.

Advertising during the vacation season has been brisk, much coming from hotels and merchants that profit from the influx of tourists. During the winter all-night filling stations and similar establishments have continued to use the program.

KNUZ Houston

Houston's only 24-hour station, KNUZ, programs its 12 to 5 a.m. segment with *Night Beat,* a music and news record show emceed by Ted Jones and its 5 to 7 a.m. segment with *123 Ranch.* Write-ins and wires prove the popularity of both programs.

Good example of past-midnight

(Continued on page 85)

Frank Taylor is disc jockey for WCKY Cincinnati Nighthawks Club.

ON HAND for signing of contract for Amoco's 10th year of sponsoring the Washington Redskins National Football League games on WMAL-AM-FM-TV Washington were (l to r) Ben Baylor, WMAL assistant general manager; K. H. Berkeley, WMAL vice president-general manager; E. F. Kalkhof, American Oil Co. advertising manager, and Joseph Katz of the Joseph Katz Co., Baltimore, Amoco's agency. In 1943, WMAL fed the games to only one other station. This season outlet will feed 35 other radio stations and six other TV stations.

Advertisers to Meet Disruptions

(Continued from page 23)

the following approaches to the situation:

Best Foods and General Foods, through Benton & Bowles, New York, will be guided by suitable "make good" arrangements. In the case of a participation show, however, they will not consider a spot outside the show as a substitute fill-in. They will agree to retaining the spot in the participation show if the show as a whole is aired at a later or different time.

Spot radio-TV advertisers such as Utica Club Beer, Four-Way Cold Tablets, Lydia Pinkham, Black Draft Beer, Groves Chill Tonic, will accept substitutes, providing the time is first cleared through the agency. If the agency—Harry B. Cohen—does not agree to the new time it would prefer credit.

On the other hand, an executive at Young & Rubicam told B•T that "if the spots do not run as scheduled" its accounts will expect full credit and will not accept substitute time. Among the major spot advertisers that this policy applies to are Lipton Tea, Borden products, General Foods and International Silver.

At the Ted Bates agency, such summer advertisers as Minute Maid Coffee, American Sugar Refining, B & B Mushrooms and Carter products will ask for "credits" unless equally acceptable time is presented, a spokesman told B•T As for Colgate-Palmolive-Peet, at the same agency, no definite plan has yet been formulated but C-P-P usually accepts "make-goods."

At Compton agency, clients such as Standard Coffee and Tea, Hubinger Starch, Goetz Beer and Crisco, will take omission credits during the convention.

Dancer-Fitzgerald-Sample, New York, will also demand credits for its General Mills and Procter & Gamble spot omissions.

BBDO, New York, indicated that it had no firm policy but will leave it entirely to the account to say whether "make goods" or credit would be in order. "We will treat each one individually," a BBDO executive said. Among the agency's accounts which will be affected are Lever Brothers, Breeze, Bromo Seltzer, General Electric, Vick Chemical (TV only), Schaefer Beer, Polaroid Corp. and Johnny Mop.

SSC&B, New York, on behalf of Arrid and Filbert will accept "make-goods" within a reasonable time after the convention sessions but if time is not available shortly it will take credit.

Kenyon & Eckhardt, New York, has advised station representatives that the agency would like "make good" offers wherever possible for Kellogg Co. Agency will take "make goods" instead of credit where possible. Amazo Desserts are also using "make goods" in some cases and taking credits in others.

Cunningham & Walsh, New York, for Chesterfield Cigarettes will accept substitute time providing the "make good" is comparable to the original time scheduled—for example, before and after the convention.

Scheideler, Beck & Werner, New York, expects to take credit in most cases, unless the "make good" is so attractive that it can't be turned down. Agency summer spot accounts are Muellers Products, Sterling Salt and A-1 Sauce.

WISMER QUITS

Redskins for N. Y. Giants

AFTER a nine-year association as radio-TV commentator with the Washington Redskins professional football team, Harry Wismer has resigned and will do the telecasts of the New York Giants' football games this fall, Jack Mara, Giants president announced last week.

Mr. Wismer, an MBS vice president, handles five shows a week from New York and gave this as the reason for making the change. Marty Glickman will continue to call the Giants' plays on radio.

Pre-Convention Radio-TV Developments

Spivak, Rountree Set Series; Expand 'Meet the Press'

LAWRENCE E. SPIVAK and Martha Rountree, owner-producers of *Meet the Press* and *Keep Posted* programs, will launch a new half-hour TV show, *Nation's News Conference* in a special pre-convention series on NBC-TV, starting July 1 (7 p.m.). Current plans call for the program to be telecast frequently during the conventions.

Meanwhile the owner-producers will present special full-hour *Meet the Press* shows on NBC-TV interviewing all leading candidates for the nomination on the nights before the Republican and Democratic conventions (July 6 and 20, 7-8 p.m.). These special pre-convention programs, double the usual length of *Meet the Press*, will originate in NBC-TV convention coverage headquarters in Chicago. Show is sponsored by Revere Copper & Brass Inc., through St. George & Keyes, New York.

* * *

CBS Radio Series to Trace Convention Strategy

TO advise listeners when and where to expect the strategic moves at the Republican and Democratic national conventions, CBS Radio will broadcast a five-day series, *You and the Political Conventions*, June 30-July 4 at 6:15-6:30 p.m. Wells Church, CBS Radio director of news and public affairs, and CBS Radio newsmen Charles Collingwood, Griffing Bancroft, Eric Sevareid and Bill Shadel will be heard on the series, with Dwight Cooke as host.

* * *

GOP Film Unit Moves To Chicago July 7

REPUBLICAN National Committee is planning to move its TV film equipment to Chicago with the idea of "shooting" Republican Senators and House members on the floor of the convention which opens July 7.

Sixteen-millimeter films will be processed in Chicago and airmailed to the Congressmen's local TV stations without cost. Idea is to insert the 3½-5 minute clips during dull moments of networks' coverage of convention.

Plan is dependent on acceptances from TV stations. Managers who desire the service can write to Ken Adams, director of TV films, Republican National Committee TV Studio, 210 First St., S. E., Washington.

Studio produces six to eight programs a week. Programs run from 9½ to 13½ minutes. Studio includes an Auricon film camera and associated equipment, it was noted by party spokesman in setting convention plans.

Eastman-Kodak Plans Rapid Processing in Chicago

RAPID processing for 16mm Ca Kodak film at its Chicago Proce ing Lab. in connection with t coverage of the national politi conventions was announced a week by Eastman Kodak Co. Th will be no extra charge for t special service during the conv tions, it was added.

The company suggested that L D. Francis, Eastman Kodak C 1712 Prairie Ave., Chicago, 16, notified of intentions to use t laboratory facilities. The labo tory will remain open on weeken for prompt processing.

* * *

Convention Conduct to Chang Because of TV—India Edwards

POLITICAL conventions nex month in Chicago will be tailored especially for television, with de onstrations cut down in order t hold the attention of televiewers, India Edwards, vice chairman of the Democratic National Committee, said last week.

In a speech prepared for delivery Saturday before the Sixth Annual Political Institute of the New York State committee's Youth Divisio at Hobart College in Geneva, N.Y., Mrs. Edwards noted that "continuous TV coverage will cause more complications than are immediately apparent." She warned that TV cameras could catch delegates in situations not calculated to impress home audiences.

Television now has a "new secret weapon," the Zoomar or telescopic lens, that could focus on delegates without warning. "I suspect the men will have to watch their shaves and women their lipstick a little more closely this year," she added.

Mrs. Edwards also used TV as projection board for favoring national conventions — "the biggest political show on earth"—over national Presidential primaries because of color and drama.

FELLOWS AT AWRT

Stresses Vote Messages

SUPPORT of the drive to bring out voters in the Presidential election was asked by NARTB President Harold E. Fellows in a June 20 address to the New England chapter of American Women in Radio & Television at the Hotel Statler, Boston.

Women in radio and TV can play a great part in the campaign, Mr. Fellows said, "because as a group you talk to more women than any other single professional group in the action. You have, therefore, special obligations in the field of citizenship."

NARTB currently is conducting a "Get Out the Vote" campaign.

More Samples from the WHO Mailbag

Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly sent on to us. I had thought of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't give to be able to play the piano like Bill Austin, sing like the "Chore Gang" and that guy, Gene Godt and his witticism. I'll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short we just enjoy all of WHO. Only one thing that we haven't heard for a long time that we enjoyed a great deal, Jack Kerrigan's singing. The last we heard of him he was in the office, too.

My "Thank You" has gotten quite lengthy but did want you to know how much we appreciated your thoughtfulness.

MR. & MRS. THOS. MCCLELLAND
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association and Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry which was so interesting and so capably explained during his broadcast Wednesday morning, May 17th.

Thanks again for the splendid cooperation your Radio Station has given the Iowa Industry.

JOHN H. BROCKWAY
Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Oreg., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place. Very pretty country—

MR. AND MRS. GALEN R. GATES
Val Verde Motel, Dorma, Texas

To WHO-all!

I am determined to write you a letter right now, and do you s'pose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!!

Herb Plambeck, Gene Godt — oh what a kick I get out of your humorous episodes! We *sure* enjoyed the WHO kids' hour Saturday! Bud Hovland & Lucia congrats on baby! Jack Shelly — Song fellows — We *love* you! In fact we love *all* of you down there.

From all of us
SAMUEL (11)
KARL (10)
PETER (9)
TOM (8)
MIRIAM (4)
KNUTE (11 mo.)
OLAF & BERNICE WATNE
Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,
L. R. BINDER
Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,
HAROLD S. GILLENEY
Stated Clerk
Presbyterian Church in the U.S.A.
Presbytery of Des Moines

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO *means* in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from *your customers,* that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

a BIG push by a BIG group put KBIG on

MY SINCERE THANKS TO . . .
The KBIG Staff

Emma Barberio, Accounting
Carl Bailey, Larry Berrill, John Haradon, Gene McGehee, George Sanders, Announcers
J. D. Edwards, Sam Margolin, Gordon Calcote, C. B. Carlin, Bill Dalton, Roy Glanton, Charlie Green, Engineers
Gloria Bizzarri, Carol Cook, Lois Haszillo Phyllis Nungester, Shirley Wray, General Office
Cliff Gill, Operations
Alan Lisser and Stu Wilson, Program Department
Jeannette Huston and Peggy Wood, Publicity
Patti Kelly, Record Librarian
Bob McAndrews, Phil Dexheimer, Carl Hill, Wayne Muller, Joe Seideman, Sales Department

Our Test Boats and Their Skippers

Larry Wilson of the *La Belle*
Oscar Griffith of the *Hurricane*
Nick Nojkovich of the *Bess Ross II*

Our Contractor and Sub-Contractors

Herbert Lutz and Robert Larson and The Austin Company
O. R. Benedict and O. R. Benedict Co., Excavation
Fischbach & Moore, Inc., Electrical Work
Carl W. Garson, Plumbing
Clifford Monk, Painting
Western Air & Refrigeration, Air Conditioning
Frank S. Smith, Concrete Block Work
Los Angeles Millwork Co., Millwork
California Glass & Mirror Co., Glazing
J. F. Holbrook Co., Water & Oil Tanks
Olcott's Inc., Flooring
R. W. Downer Co., Inc., Acoustical Installation
Owen Parks Lumber Co., Lumber
Cal Conrad, Landscaping
Anderson & O'Brien, Generator Installation

Our Equipment Suppliers

Robert Kuhl and Gates Radio Co.
William Whiteman and International Derrick & Equipment Co. (Div. of Dresser Industries)
Moe Kudler and Speed Krogar and Advance Radio Tower Co.
Robert Walker and General Electric Co.
Jack Frost and R.C.A. Radio Equipment Division
Robert Yorke and R.C.A. Record Division
Art DePaul and George Oliver and Leo J. Meyberg Co.
Robert Thompson and Johnny Valardo and Graybar Electric Co.
Robert Kronkright and Kierulff & Co.
Jay Eisman and Hollywood Radio Supply

Our General Suppliers

P. K. Wrigley, Arthur Meyerhoff, Malcolm Renton, Orval Liddell and Santa Catalina Island Co.
Edgar Bergen and Peggy Purcell and Cal Interests

on the air

Ken Wilson, Distributor, and Chris Craft Co.
James Plusch and Glen Conrad and Long Beach Technical Junior College
Joe Quinn and United Press
Claude McCue and Clyde Wood and A.F.R.A.
George Mulkey and Harry Stillman and I.B.E.W.
Bob Meeker, Don Pontius, Carl Jewett, Tracy Moore and Robert Meeker Associates
Harry Timmins and Harry L. Timmins Co., Multigraphing
Bud Edwards, Jack O'Mara, Jimmy Vandiveer, Jim Jonson and John I. Edwards and Associates
James A. McKenna and Vernon Wilkinson, Attorneys
Andrew G. Haley, Attorney
Robert E. Ritch and George Adair and George P. Adair Co., Consulting Engineers
Jay Tapp and T. & T. Radio Measurements
Jim Wally and Jack Reader, Field Engineers
Catalina Transfer
Avalon Transfer
Ralph Baetz and Ralph Baetz Transfer

Without the help of all these people KBIG would never have been launched so successfully.

John H. Poole

JOHN POOLE BROADCASTING COMPANY, OPERATING

And my thanks to our charter sponsors and their agencies, who showed their faith in KBIG by signing contracts before we commenced broadcasting:

Advertisers

1. Tom Ashbrook Dodge-Plymouth
2. Dr. Frederick Bailes
3. Berman Clothing Co.
4. Best Motor Exchange
5. Carrell Speedway
6. California Air College
7. Catalina Inn
8. Catalina Steamship Company
9. J. B. Finch Furniture Co.
10. Four Seasons, Inc.
11. Gledhill Dodge-Plymouth
12. Golden State Company, Ltd.
13. Good Housekeeping Furniture
14. Hoffman Auto Repairs
15. Jerseymaid Milk Products Co.
16. Kaiser-Frazer Dealers Association
17. Fred Klein Mortgage Co.
18. Kramer's TV
19. Lee's Distributing Co.
20. Lloyd's of Avalon
21. Local Loan Co.
22. Los Angeles Daily News
23. Macy Jewelry Co.
24. Don Manchester's Parrot Cage
25. Media Agencies Clients Magazine
26. Leo J. Meyberg Co.
27. Murnat Motors
28. Arthur Murray School of Dancing
29. Native Daughters of the Golden West
30. Eddy Nelson Dodge
31. Nix-Ine Co.
32. Northrop Aircraft, Inc.
33. O'Keefe & Merrit
34. Pacific Telephone & Telegraph Co.
35. Palomar Watch Company
36. Prudential Insurance Co.
37. A. P. Smiley & Son
38. Streamland Park
39. Thrifty Drug Stores
40. Troy Upholstering Co.
41. Vent-A-Hood
42. Vine Street Motors
43. Water Conditioning Co. of America
44. Earl Weatherford
45. Welch's Restaurant
46. West Electric Sewing Machine Co.
47. Western Airlines
48. Western Amusement Company
49. Western-Holly Appliance Co.
50. Wilton Hotel
51. Dean Witter & Co.

Agencies

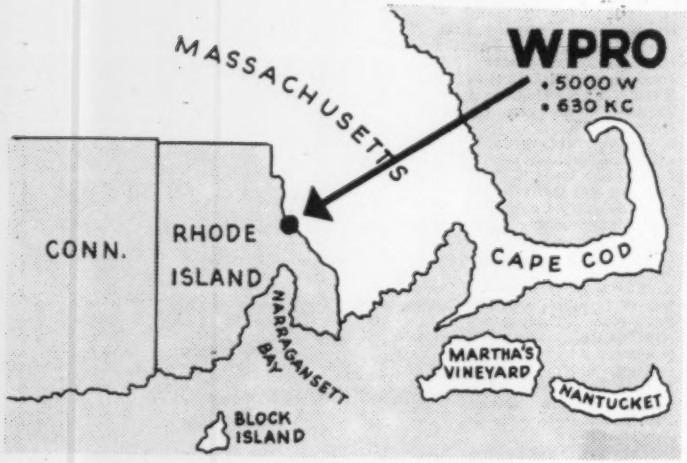
1. Action in Advertising
2. Ad Associates
3. Bruce Altman Advertising
4. Arc Advertising Agency
5. Richard B. Atchison Advertising
6. Batten Barton Durstine & Osborn
7. Brooks Advertising Agency
8. Calkins & Holden, Carlock McClinton & Smith
9. The Caples Co.
10. Al Carmona Advertising
11. Darwin H. Clark Advertising
12. John I. Edwards and Associates
13. Spence Fennell & Associates
14. Guild Bascom & Bonfigli
15. Heintz and Co., Inc.
16. Hixson & Jorgensen, Inc.
17. McNeill & McCleery
18. The Mayers Company, Inc.
19. Jack Mears Advertising
20. Arthur Meyerhoff & Co.
21. Dan B. Miner Co.
22. Mogge-Privett, Inc.
23. Claire Rankin Agency
24. Roche-Eckhoff & Associates
25. Rutledge & Schideler, Advtg.
26. Lisle Sheldon Advertising Agency
27. Jack Vaughn Advertising Agency
28. Milton Weinberg Advertising Co.
29. Welsh-Hollander Advertising
30. West-Marquis, Inc.

KBIG, GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

XUM

$900,000,000 BONANZA

New England's vacation industry earns approximately $900,000,000 yearly . . . *and a large share of that within WPRO's coverge area.*



In Rhode Island, vacationists find hundreds of miles of seashore and beaches . . . excellent sailing . . . the best in salt water fishing . . . sports for the entire family . . . a state crammed with historic and scenic interest. Neighboring Massachusetts offers exciting Cape Cod and a shore line famous for vacation glamour.

Most of each New England vacation dollar is spent for the PRODUCT YOU SELL—23¢ for general merchandise . . . 22¢ for food . . . 12¢ for gas, oil and transportation services. *Get your share of that dollar by talking to the vacationist thru WPRO—the most-listened-to-station in this rich, New England vacation-land.*

More New Englanders listen to WPRO than ANY other Rhode Island station

BUY BASIC.. CBS ..WPRO AM & FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

Meeting the Crisis

(Continued from page 27)

tion of under-the-counter deals even though such an attitude might mean temporary loss of some business, it was contended.

George B. Storer of the Storer Broadcasting Co., one of the principal initiators of the July 1-2 conference, was named chairman for the July 1 meeting, which will be confined to the affiliates themselves. Victor A. Sholis, of WHAS-AM-TV Louisville, is slated to deliver the "keynote" address at the opening session. CBS officials will participate in the July 2 conferences. Top executives are expected to be on hand, headed by Board Chairman William S. Paley, President Frank Stanton, and CBS Radio President Adrian Murphy.

The steering committee in its Detroit session rejected a request of the National Assn. of Radio and Television Station Representatives that NARTSR be permitted to take part in the July 1-2 sessions, to be held at the Ambassador Hotel, New York. The rejection, it was reported, was based solely on the belief that in these meetings the discussions would be more fruitful if participation is confined to the affiliates and the network alone.

Steering Committee

Steering committee members at the meeting were Messrs. Storer and Sholis; William Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati, and John F. Patt, WGAR Cleveland and WJR Detroit. Members unable to attend were Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle, and Ray Herndon, KTRH Houston.

In the discussion of rates, it was understood, there was some feeling that reductions may be justified in some cases, though this feeling was not shared by all members. Those who did indicate such a view, however, maintained that any reductions that might be made should be decided upon only on a case-by-case basis.

CBS Radio also was said to have come in for criticism for its renegotiation of affiliation contracts to obtain the right to change affiliates' network rates virtually at a moments notice. Affiliates felt the network originally asked for this contract change so that it would be able to adjust quickly in case some other network reduced rates, and not for the purpose—which some affiliates now apparently suspect—of initiating a round of cuts itself.

Population Rises

TOTAL population of the United States was approximately 156,602,000 as of May 1, 1952, according to Roy V. Peel, director of the Census Bureau. This figure, which includes armed forces overseas, is 3.6%, or 5,469,000 persons, above the April 1950 total.

RADIO-TV HEALTH

McDaniel Notes Growth

PUBLIC confidence in advertising has permitted the "healthy growth and development of both radio and television broadcasting" which in turn have been responsible for the growth of the set manufacturing industry, Glen McDaniel, president of Radio-Television Mfrs. Assn. told the annual conference of the Assn. of Better Business Bureaus Friday at Swampscott, Mass.

Advertising, to be effective, must be honest, he said, adding that the economic soundness of many broadcasting operations would be imperiled if the public were to lose confidence in the advertising it sees and hears.

RTMA is encouraging and promoting improved ethical trade practices, Mr. McDaniel said, referring to current negotiations with Federal Trade Commission to expand the radio trade practice code to include television. He predicted the new code would contain clauses on color TV, adaptors for UHF, size of viewing screen and effectiveness of antennas.

Since the formation of RTMA in 1924, he said, only one case involving an FTC order against advertising of radio or TV sets has come to the federal courts, and this involved technical questions. He cited factors in TV set advertising such as erratic behavior of electromagnetic waves.

At the same time, Mr. McDaniel said, radio set makers are entitled to indulge in time-honored "puffing" practices and cannot be expected to dwell on adverse or derogatory factors in advertisements.

Description of picture tube areas and diameters presents a special problem, he said.

Mr. McDaniel said RTMA's engineering standardization work has eliminated much public confusion.

D.C. BOXING BILL

Set for Senate Debate

BOXING COMMISSION for the District of Columbia will be cut in for 10% of any income from the sale of radio-TV and motion picture rights, as well as from general admissions if the Senate approves a House-passed bill (HR 5768) reported favorably last week by the Senate District Committee.

Bill was scheduled for Senate debate Saturday (June 21). It is based on the fact that the D. C. Boxing Commission does not have the power to collect a percentage of gross income, only of admissions. It was passed by the House last month.

In a letter to the Congress in 1951, former president of the D. C. Board of Commissioners John Russell Young stated that the impact of TV on the income of the local Boxing Commission has been "disastrous." He cited figures showing that the Boxing Commission's income has slumped from a high of $37,900 in 1944 to $13,031 in 1950 and $12,548 in 1951.

All this . . .

DAVE SHANKS . . . AUSTIN'S BEST KNOWN
FARM EDITOR . . . in
"Reuben's Radio Half-Acre"
6:30-6:45 A.M. Monday through Friday
Sponsors: The Purina Dealers of Central Texas
Safe-Way Farm Products

PAUL BOLTON . . . DEAN OF CENTRAL TEXAS
RADIO NEWS EDITORS . . . in
"Straight Texas News" . . .
with emphasis on Austin and Central Texas . . .
7:30-7:45 A.M., Monday through Saturday
Sponsor: The T. H. Williams Company

"CACTUS" PRYOR . . . AUSTIN'S OWN
RADIO PERSONALITY . . . in
"The Austin Hoedown"
8:15-8:55 A.M., Monday through Saturday
. . . for laughs, drama, music and SALES . . . .
"Cactus ain't a lady, but the ladies listen and buy!"
Available for non-competitive one-minute announcements.

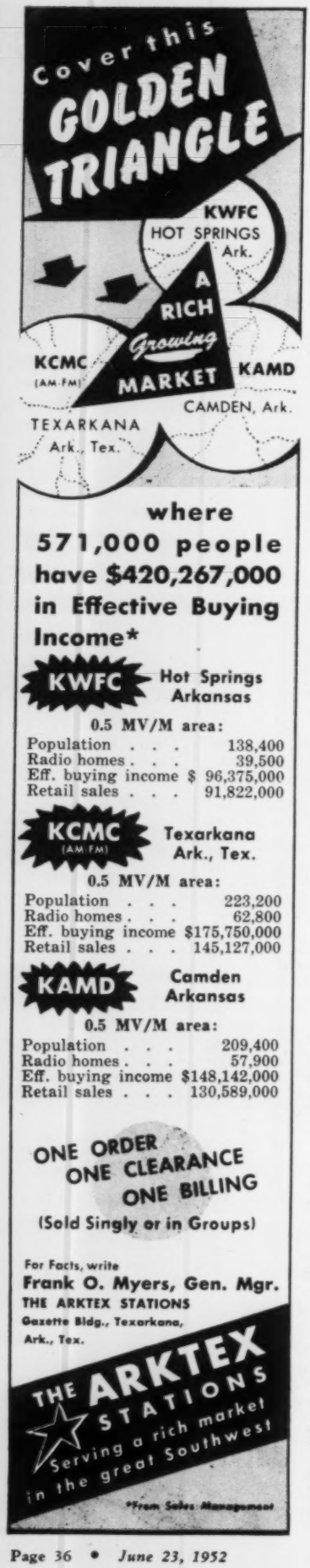
and CBS, too!

KTBC

590 on your dial
AUSTIN, TEXAS

"The Strongest Voice in the Capital of the Biggest State"

Represented Nationally by The O. L. Taylor Company



House Passes McFarland Bill

(Continued from page 25)

vitation to a foul, dirty, vilifying campaign over the radio."

And Rep. George A. Dondero (R-Mich.) added: "I think the amendment . . . is an invitation for the lowest kind of a political campaign."

Mr. Hoffman's interest in the amendment stemmed from his concern over the technicalities of legal service for damages against defamation when uttered over the air. He has pending a bill to make liable the speaker who broadcasts defamation in the district in which the victim resides or where the defamation is heard.

References to discrimination against newspapers if radio stations are absolved of liability for defamation were answered by spokesmen for the amendment who pointed out that stations are licensed, that they are required to give equal treatment to political candidates and that they are forbidden to censor such speeches.

Potent support for the Horan amendment was furnished by Rep. John W. McCormack (D-Mass.), the House Majority Leader. He also led the fight for inclusion of the section prohibiting stations from charging candidates more than comparable commercial rates. He said:

Certainly, if we are going to do anything now about proper and justifiable protection of men and women who aspire to public office in the use of radio stations and television stations, now is the time to see that we are not charged more than the minimum commercial rate charged to others.

Mr. McCormack's sentiments were echoed by other House members.

Discrimination Point Debated

Import of the provision forbidding the FCC to discriminate against newspaper applicants aroused the greatest amount of debate.

Rep. Harris, was asked repeatedly whether the provision might be construed to hamstring the FCC from deciding against a newspaper applicant if a grant meant monopoly of the means of news dissemination.

Time and again, Mr. Harris and other members of the House Interstate & Foreign Commerce Committee answered that it did not—that if the Commission determined that a grant to a newspaper applicant might unduly concentrate the media of communications, it could decide against such a grant.

"If there is a question of monopoly involved, where you have two applicants, then certainly the Commission could not say that it would be in the public convenience and necessity to give it to a station that would bring about a monopoly in this field," Mr. Harris asserted.

Exact meaning of the provision, in this light, was given by Rep. Priest, House Majority Whip and author of the provision:

I am just as strongly opposed as any member of the House to any proposition that would authorize and establish or encourage a monopoly of newsgathering and news-disseminating agencies in a community . . . [But] I feel that simply because an individual is a publisher of a newspaper, and applies for a license to operate a radio or television station, there should not in a sense be two strikes against him to begin with . . . The public interest must always be paramount. I do not believe that the public is best served by granting a monopoly to newsgathering or news-disseminating agencies.

Rep. Harris, in answer to other questions, emphasized that: "It was in no way to give any preference to newspaper applicants" that the provision was recommended.

Speaking enthusiastically for the amendment was Ohio publisher Rep. Clarence J. Brown (R.) He warned:

I say to you that if the FCC, through an arbitrary ruling, can say an American citizen who happens to have an interest in a newspaper or magazine, or who is engaged in the publishing business, shall be considered unfit to receive a radio or television license, then just as easily the Commission might rule that if a man has red hair he shall be considered unfit to own a radio station or to engage in television, or the Commission can say, if you please, that if a man belongs to the Methodist Church or the Catholic Church he shall be barred from radio and television.

Similar sentiments were voiced by the Republican Minority Leader, Rep. James W. Martin Jr. (Mass.), also a newspaper publisher.

Clarifying questions were asked by Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ and the *San Diego Journal.*

Mr. McKinnon pleaded for additional funds for the FCC: "Congress, I think, sometimes has been penny-wise and pound-foolish in not providing the FCC with sufficient funds to operate efficiently and with good speed, and as a result of that we have denied a lot of people the right to be in business who would otherwise be serving the public and making tax money for Uncle Sam."

FCC Legal Staff Scored

FCC's legal staff came in for castigating, as did some former FCC charimen, by Rep. Eugene E. Cox (D-Ga.), long-time baiter of the Commission. He urged the adoption of a provision to forbid practicing before the FCC for one year following resignation of commissioners and key staffmen. This provision was in the Senate version, but is not in the House bill.

After relating the history of recent chairmen of the Commission, Rep. Cox declared, "I am told that the process of washing it out is very rapidly going forward."

In Mr. Harris' description of the bill, which he revealed had been under executive consideration by House Interstate & Foreign Commerce Committee for 23 days following the close of hearings, he pointed out that most "vital" portion related to separation of staff from commissioners. He said:

The committee [House Interstate & Foreign Commerce Committee] believes that this will have a very salutary effect on the operations of the Commission and will make it act in a manner similar to that of a court in these contested proceedings . . . The committee regards this particular provision of the bill as of vital importance in guaranteeing fair and open hearings in cases involving applications for licenses.

Matter of requiring stations to tape-record all programs was brought up by Rep. Albert P. Morano (R-Conn.). He referred to the WMCA-Barry Gray situation last year when it was alleged that New York disc jockey had "ad libbed" criticisms of a column in the *Greenwich* (Conn.) *Times* [B•T, Oct. 29, 1951]. Attempts by the editor of the newspaper to ascertain what was said were fruitless, it was said, because the station had no tape recording of Mr. Gray's remarks.

Reason for the inclusion of the provision requiring a successful applicant to purchase the equipment of the unsuccessful applicant where the latter is a licensee, was given by Rep. Carl Hinshaw (R-Calif.) in answer to a question by Rep. James G. Donovan (D-N.Y.).

He said FCC granted WJKS Gary, Ind., which deleted WPCC and WIBO Chicago through no fault of the latter. Subsequently, the Supreme Court upheld the right of the FCC to act in this manner in 1933, Mr. Hinshaw said.

ABC AGAIN ASKS

Denial of KOB Request

ABC on Tuesday petitioned the FCC again to dismiss pending applications of KOB-AM-TV Albuquerque for modification of permit and license to operate KOB on 770 kc. ABC's WJZ New York is the clear channel outlet assigned 770 kc.

The ABC petition for dismissal of KOB's application for transfer of ownership from T. M. Pepperday to Time Inc. and Wayne Coy was refused by FCC on May 28 [B•T, June 2], the transfer permit was granted and the FCC was notified June 13 that the transfer transaction had been made.

ABC based its new petition on Paragraph 4 of the FCC memorandum opinion and order of May 28 granting permission for the KOB sale. The paragraph stated in part that "whether the Albuquerque applications should be dismissed is not properly before us at this time since, as a matter of law, we cannot say that the corporate licensee is now owned by new parties. We therefore must deny that portion of the petition seeking dismissal of the pending Albuquerque applications and we do so without passing upon whether, in the event the transfer is consummated, those applications would be dismissed by us."

The ABC petition Tuesday stated KOB had been given 11 years of special service authorizations for "temporary" operation on 770 kc. In its memorandum opinion May 28, the FCC conditioned its approval for the transfer to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB's status on 770 kc.

This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 19th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual.

"SUCCESS STORY"

19th ANNUAL PERFORMANCE

starring

ORIGINAL CAST

★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.

★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

- KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER TULSA network radio stations COMBINED.
- LOCAL ACCEPTANCE is the "GRASS ROOTS" TEST of a Radio Station's SELLING POWER!
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ACTION STATION

KTUL TULSA **RADIO**

CBS Radio Network

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

'MORALS' PROBE

Industry Prepares for 'Day in Court'

MORAL tone of radio-TV programs will be defended June 25 and 26 when broadcast representatives appear before the Harris subcommittee investigating "immorality" and "offensiveness" on radio and television [B•T, June 16, 9].

The right of broadcasters to self-regulate themselves is also expected to be urged when NARTB and network officials take the stand before the House subcommittee, headed by Rep. Oren Harris (D-Ark.).

Committee was set up under a resolution by Rep. E. C. Gathings (D-Ark.) which authorized a probe of radio-TV programs.

Expected to be the first industry witness is John E. Fetzer, chairman of the NARTB Television Code Review Board. Mr. Fetzer is owner-operator of WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, Mich.

Other NARTB witnesses will be Harold Fellows, president; Thad H. Brown, TV director, and Ralph Hardy, government relations director.

CBS is scheduled to be represented by Jack Van Volkenburg, president of CBS Television; NBC by Charles R. Denny Jr., executive vice president.

Gordon P. Brown, WSAY Rochester, N. Y., who proposes to set up American Assn. of Affiliated & Independent Radio & Television Broadcasters to take advantage of the FCC's rebroadcast rule, has requested a chance to testify following NARTB's appearance. His topic would be radio monopolies and network influence on the type and character of programs as well as FCC's past views on networks.

Brewers Foundation also is expected to have a witness testify in rebuttal to complaints of temperance leaders that beer and wine ads are blatant and repetitive.

A subsequent session will be scheduled for FCC officials, it is understood. The Commission already has furnished the subcommittee with a breakdown of complaints in its files.

In the *Congressional Record* for June 18, Rep. Joseph R. Bryson (D-S. C.) inserted an editorial by *Memphis Press-Scimitar's* editor Edward J. Meeman. *Memphis Press-Scimitar* is affiliated with WMC, WMCF (FM) and WMCT (TV) in Memphis and through Scripps-Howard Radio Inc. with WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and KNOX Knoxville.

Mr. Meeman's editorial took advertisers to task for appealing to the "common denominator . . . [which] is pretty common."

This is how Mr. Meeman reasoned: "In choosing programs the advertisers are motivated by these desires: (1) to get the attention of the largest possible number of viewers (2) to persuade them to buy their goods (3) to get the viewers to think well of the company which offers the product." Mr. Meeman did not think the last factor looms large in the advertiser's mind these days.

After reciting the great potentialities of TV, Mr. Meeman closed with these words: "We are allowing the tremendous influence of television to be shaped by the desire for entertainment and the gratifying of our whims.

"Not only is there too much entertainment, but too much of it is provided by the same source as provide entertainment for night clubs and the sophisticated Broadway theatre, and it isn't suited for the family at all."

When Rep. Gathings sponsored the investigation of radio-TV programs, he also asked for a probe of pornography in books, magazines and comics.

This week, the special committee to study the morals of printed media was tentatively given $25,000 by a House Administration subcommittee. The sum must still be approved by the full committee and then by the House.

Appointed to the special committee, which Mr. Gathings heads, were Democratic Reps. Reva Beck Bosone (Utah), Emanuel Celler (N.Y.), Francis E. Walter (Pa.), George P. Miller (Calif.) and Republican Reps. Edward H. Rees (Kan.), Louis E. Graham (Pa.), Katherine St. George (N.Y.) and Carroll D. Kearns (Pa.).

TRIAL EXAMINERS

Celler Urges 'Quality'

CALL for "high quality decisions, concisely reasoned and expeditiously rendered" was made by Rep. Emanuel Celler (D-N. Y.) in a speech before the Federal Trial Examiners Conference annual dinner in Washington two weeks ago.

Discussing the Administrative Procedure Act, which set hearing officers apart from the agencies in which they work, Mr. Celler said:

We are interested in the maintenance of complete independence and freedom of decision on the part of the administrative hearing officer. We owe an obligation to the people who are subject to prosecution or those whose investments in radio, television, airlines, railroads, motor carriers or securities are daily subject to regulation and adjudication by administrative agencies to insure that these agencies do not control the decision of their hearing officers either by hope of reward through selective promotion, or through imposition of sanctions by discriminatory assignment of cases, or, worse, through arbitrary budget manipulation so as to cause reduction in the trial examiner force. . . .

It is important that the litigating agency not be in a position to influence the trial examiner functions. . . .

Mr. Celler, who is chairman of the House Judiciary Committee, also made a plea for reasonable haste in decisions:

Justice before the heavily burdened administrative agencies often depends upon the rendition of a final decision within a reasonably short time. The applicant for a television license or an airline route who must wait five years or more before the ultimate result is known may not be able to earmark his resources for such a period. Delay in processing always favors the "haves" . . . [not] the "havenots."

ABC PROGRAMS

Summer Changes Announced

DETAILS of ABC radio's summer program format re-alignment highlighted by a two-hour mid-afternoon block of hillbilly music and commentary effective June 16 [B•T, June 16], were announced last week by Leonard Reeg, vice president for radio programs.

Evening lineup changes will bring *The Mayor of Times Square* featuring band leader Vincent Lopez, into the 8-8:30 p.m. EDT Tuesday spot beginning tomorrow (Tuesday) and a weekly half-hour of sentimental songs in the 8:30-9 p.m. Wednesday period under the title, *Valentino*, starting July 2.

Postmark U. S. A. moved into the 8-8:30 p.m. Wednesday slot last week, featuring Jimmy Blaine in a new type audience participation show, and *Summer Cruise*, a program of light classical and musical comedy music was to take over the Friday 9:30-10 p.m. period. *Masquerade*, another light musical program, is to start July 6 in the Sunday 9:15-9:45 p.m. spot.

Mr. Broadway, described as "the latter-day counterpart" of O. Henry will be presented Thursday 8-8:30 p.m. beginning July 10.

Afternoon programming for youngsters will start at 5 p.m. with *Big Jon and Sparkie* from 5-5:30, followed by *Fun Factory* in the 5:30-5:50 p.m. slot. *World Flight Reporter* will be heard at 5:50-5:55 and a sportscast featuring Frankie Frisch will be aired from 5:55-6 p.m.

Mid-afternoon programming will offer a sustaining hillbilly music program with Tennessee Ernie from 2:30-4 p.m. Monday-through-Friday. The following half-hour featuring commentator Cal Tinney will be sponsored by General Mills (Monday - Friday). Additionally, General Mills for Pura Snow, Reds and other products, will sponsor *The Bill Ring Show*, new 15-minute program of western and country style music, in the 12:30-12:45 p.m. EDT time slot, effective June 30.

Rounding out the afternoon, the network will present pianist Ronnie Kemper from 4:30-4:45 p.m. followed by news commentator Dean Cameron, from 4:45-5 p.m.

Coincident with its new afternoon programming, the network will offer, effective June 30, a new forenoon series, *Top of the World* featuring Tom Reddy as commentator, 11:15-11:30 a.m., EDT.

Willson Radio-TV Plan

WHAT is believed to be the first comprehensive television spot campaign in the sun glasses industry is being inaugurated by Willson Products Inc., Reading, Pa., and will include radio and TV during the summer months, covering 25 major markets on TV immediately before the Fourth of July and participating in *Stop the Music* jackpots on ABC radio network, 8 p.m. Sunday. Agency is Beaumont, Heller & Sperling Inc., Reading.

Earlybird

GRASSROOTS COMMENTATOR

Holds 55% of the 7:00 A.M. audience*

in

ROCKFORD, ILLINOIS

No. 2 MACHINE TOOL CENTER IN THE NATION

JOHN J. DIXON

another reason why

NATIONAL ADVERTISERS

buy more listeners per advertising dollar

on

WROK-AM-FM

* CONLAN SURVEY—1952 • H-R Nat'l Reps.

where are these 24 million listeners?

Now, for the first time, timebuyers will know where are the 24,000,000 car radios . . .

THE 1952 BROADCASTING-TELECASTING MARKETBOOK

will contain a county-by-county listing of automotive registrations. This is the information that buyers have requested. These are the figures that key radio research men have said will be used throughout the year.*

Automotive listening has become a basic part of *total* radio circulation. Automotive listening is big. Automotive listening is adult. Automotive listening today is an important factor in buying and selling radio time.

The big push is on out-of-home and automotive listening. Hook your promotion to a car—24,000,000 of them. Put your sales into high gear and reserve space in

THE 1952 BROADCASTING-TELECASTING Marketbook *today!*

*These facts are also to be included in the 1952 Marketbook that will be used throughout the year:

Spot Rate Finder • Radio Homes • Foreign Language Markets • State Maps • and other features

RELAX RULES

Md.-D. C. Group Endorses

(PROPOSED) relaxing of its operator requirements rules by FCC [B•T, June 9] was endorsed by the Maryland-District of Columbia Broadcasters Assn. at its June 13-14 meeting at Ocean City, Md. The association adopted a resolution approving the plan, long advocated by NARTB.

Next meeting of the group will be held in November at Baltimore. Jack Surrick, WFBR Baltimore, association president, presided at the weekend sessions [B•T, June 16].

In a sales clinic, John S. Hayes, WTOP Washington, laid down five rules for sale of time to retailers, explaining that retailing is the only major industry in Washington aside from the government.

First, Mr. Hayes said, the station must understand the retailer's selling problems, including items to be sold, type of customer to be reached, locale, and appropriate media.

Second, he continued, the retailer must be indoctrinated with knowledge of the radio medium since he is newspaper conscious and his advertising employes are generally newspaper-trained. "I think you will find that any time you invest personally in simply discussing radio, the makeup of radio audience, the intricacies of radio research, and tricks of radio copy and presentation with every retailer with whom you come in contact, will in the long run pay dividends."

Community Action Urged

Mr. Hayes urged stations to be active in community affairs, so the community-minded retailers will think of the broadcaster when he has a sales problem. Fourth, he said, the account must be well serviced since retailing is a day-by-day operation and the retailer expects a day-to-day interest in his radio advertising.

Retailers are bound to find out what you charge for your facilities, he added, urging that time be sold by the rate card.

William T. Stubblefield, NARTB station relations director, discussed future trends in broadcasting and telecasting at the closing luncheon session. A check of transmitter manufacturers, he said, indicated that no UHF transmitters are in production.

Attending the two-day meeting were E. K. Jett, WMAR (TV) Baltimore; Mr. Surrick; Charles E. Smith, WTBO Cumberland, secretary-treasurer; Charles J. Truitt, WBOC Salisbury, vice president; Mr. Hayes; Ed Gross, Sydney Hollander Co.; R. C. Embrey, WITH Baltimore; William Ochran, DuMont; Frank Stearns, Associated Press; Norman Reed, Herman M. Paris, WWDC Washington; H. B. Cahan, WAAM (TV) Baltimore; E. S. Clammer, R. L. Haeseler, RCA; Bert Hanauer, WFBR Baltimore; Rudy Frank, Frank King, WELI New Haven, Conn.; Ed Tracy, RCA; Frank Barnes, William Cody, General Electric Co.; FCC Comr. George E. Sterling; Leslie H. Peard Jr., WBAL Baltimore; Eugene Juster, WRC Washington; Maury Long, BROADCASTING • TELECASTING; Thomas Maguire, WCEM Cambridge; Shelton Earp Jr., WBMD Baltimore; Charles W. Irwin, WASA Havre de Grace; Howard Bell, Vincent Wasilewski, Robert Church and Mr. Stubblefield, NARTB; J. W. Paulsgrove, WJEJ Hagerstown; Joseph L. Breckner, WGAY Silver Spring, Md.; Ken Sparnon, BMI; Allan W. Long, WFMD Frederick; D. L. Provost, WBAL Baltimore; Richard Rudolph, WITH Baltimore; William B. Ryan, Broadcast Advertising Bureau; Roy H. Knotts, WCUM Cumberland.

BOARDWALK GROUP at the Maryland-D. C. association session, held at Ocean City, Md. (l to r): Jack Surrick, WFBR Baltimore, president; Joseph L. Brechner, manager, WGAY Silver Spring; Herman M. Paris, WWDC Washington; FCC Comr. George E. Sterling; Charles E. Smith, WTBO Cumberland.

NABET WRITERS

May Strike in Chicago

ABC and NBC Chicago have been notified staff newswriters, members of the National Assn. of Broadcast Engineers and Technicians (CIO), will strike if contract negotiation agreement has not been reached July 1.

The news writers, who recently bolted from Radio Writers Guild (independent) to affiliate with the engineers union, seek $130 weekly for staff writers employed more than one year, $110 weekly for beginners, name credits on commercial shows and commercial fees, as well as a one-year instead of a five-year escalator.

Under terms of the old RWG contract, which expired May 31, beginners received $325 monthly with a maximum of $500 over a five-year period. Companies reportedly have offered to raise the minimum to $350 and the maximum to $530.

George Smith, president of the Chicago local, is representing the newsmen, five at ABC and eight at NBC. WBBM (CBS) and WGN (Mutual) are excluded because they do not belong to NABET. Attorneys Walt Emerson and Tom Compere represent ABC and NBC, respectively.

TSN's 20th Affiliate

KTTB Tyler, Tex., on June 29 will become the 20th affiliate station of the Texas State Network, according to Gene L. Cagle, TSN president.

CRIME HEARINGS

Chicago Okays Some Casts

MAJORITY of Chicago City Council's nine-man Emergency Crime Committee last week voted to permit broadcasting and telecasting of committee hearings, which have been opened to the public. Still banned to broadcast newsmen, however, are the more informative and colorful sessions in which subpoenaed witnesses will testify in the campaign to rid the city of crime. First meeting open to radio-TV newsmen is July 14, when committee policies and procedures will be set.

Although one broadcast concession has been made by the council, bigger ones are sought by militant newsmen, including Bill Ray, news director at NBC who formerly headed the Freedom of Information Committee of the National Assn. of Radio News Directors, and Sigma Delta Chi, professional journalism fraternity. They protest discrimination in favor of newspapers.

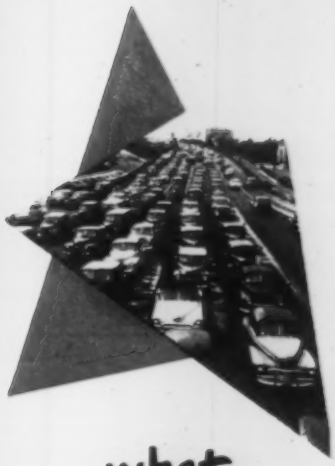
The council's closed-door stand on broadcasting presumably is based on a declaration by members of the Chicago Bar Assn., who say witnesses can object to radio and TV on constitutional grounds.

HOWARD FIRM

Is Formed in New York

FORMATION of Sandy Howard Productions, New York, television and radio packaging firm, was announced early last week by Sandy Howard, president. Company is located at 152 W. 42nd St., New York, 36. Telephone: Bryant 9-6286.

As its initial project, the new firm has taken over complete production of WOR-TV New York's daytime children's show *The Merry Mailman*, starring Ray Heatherton. Under terms of contract with station, SHP will also handle promotion, publicity, sales, and act as licensee on profit-sharing basis for merchandising the program. Additionally, SHP has been authorized by WOR-TV to handle production of the new *Dave Elman's Curiosity Shop* (WOR-TV, Sunday, 8-8:30 P.M. EDT).



what should you do about automotive listening in your coverage area?

Promote Auto Radio Circulation in your Area by Reserving space adjacent to your county listing in the 1952

BROADCASTING-TELECASTING MARKETBOOK

Regular rates apply. Deadline July 20th.

Send in your coupon today!

Reserve ..... space in the following state data:

.....

Signed .....

Radio Station .....

XUM

Advertisement

From where I sit *by* Joe Marsh

Well, What Do You Know?

Do you believe in a bunch of old tales about lightning—about how it's attracted by cats or the warmth of cattle . . . how it never strikes in the same place twice . . . or how it's liable to turn milk sour? Lots of people often do—but they're wrong.

Dad Hawkins inspired this column today. He's really studied up on lightning since his own cow barn was struck that time.

"Trouble is, most of us don't know half enough about the subject," Dad says. "And about half of what we *do* know is false!"

From where I sit, Dad's statement applies to a lot of things besides lightning. Too many people think they know their neighbor's wrong when he votes for his candidate instead of theirs. Some people even resent our right to enjoy a friendly glass of beer if and when we choose. Opinions based on misinformation and prejudice, instead of being "grounded" on true facts can cause more damage than lightning ever did.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Strictly Business

(Continued from page 20)

as a public speaker, often in the person of the "Rhode Island Historian," the radio character he created. Once he addressed an Indian pow-wow. He has produced outstanding documentary films, in addition to many TV public service sequences.

For the past 25 years Mr. Haley also has written, produced and been featured in an annual Christmas radio program for the Outlet Co., owners of WJAR-AM-FM-TV Providence. This dramatization of religious and Yuletide themes has been such a high spot of southern New England broadcasting that a juvenile mail response to this special feature exceeded 25,000 as far back as 1929.

Under Mr. Haley's supervision, Narragansett Brewery at present co-sponsors Red Sox broadcasts and telecasts, with a 31 radio station network and three TV station hookups (WBZ-TV WNAC-TV Boston and WJAR-TV), plus heavy spot schedules regionally and live weekly sports show over WNHC-TV New Haven.

Other Public Activities

He has served as chairman of the New York World Fair Commission for Rhode Island. He is an active member of the Rhode Island Historical Society and American Legion, and during World War II was chairman of the Aviation Cadet Committee.

He is director of the Rhode Island Cancer Society and the Nickerson Settlement House. He is a member of the corporation of the Rhode Island Hospital, Butler Hospital, Roger Williams General Hospital and the Rhode Island District Nursing Assn.

With his wife, Beatrice, he lives on Blackstone Blvd., Providence. The Haleys have four children—John Jr., who is in the advertising and printing business; Nancy, a registered nurse, now Mrs. Alexander G. Lyle Jr.; Jane and Ann, twin daughters, 19, who recently were graduated from Southern Seminary, Buena Vista, Va.—and four grandchildren, whom Mr. Haley says are "naturals" for radio careers.

SINGLE RATE

WMDN Begins New Policy

WMDN Midland, Mich., last week announced a new single rate policy for national and local accounts during all hours.

Joseph A. Sturgeon, WMDN general manager and news director, said that studies and tests "satisfied me that all time was equally valuable, and that local stations could and did hold their audiences with the right programming. And the advertiser could expect returns on his advertising dollar in proportion to the placing of his messages at the proper times."

Gee I Want to Hear . . .

GIs in England are soon to hear a recorded tape taken directly off the air from WSPD Toledo. Cpl. Frank Roach, native Toledoan, wrote to WSPD, requesting a "recording of several of your programs—and include the commercials. Here in England, radio just isn't the same—or as good—and we're homesick for American radio and commercials." In response, WSPD taped segments of the noon newscast featuring Jim Uebelhart; the *Sidewalk Interview* program of John Saunders, and of *Petticoat Partyline*, a disc jockey show m. c.'d by Emerson Kimble.

MULTIPLE SETS

Double One-Radio Homes

THERE are twice as many multiple-set radio homes (66.1%) as there are single-set homes (33.9%), according to "Extra Sets," a brochure released last week by BAB.

Reporting on a survey of 5,000 families in 20 metropolitan areas conducted last January by Pulse Inc. covering the number of radios and their location in the home, "Extra Sets" reveals:

"There are more families with two radios (37.1%) than with one radio (33.9%) and nearly as many families with three or more radios (29.0%) as there are with one radio. More than one home in ten (10.8%) now has four or more radios.

"Today's radio family is a two-radio family." On the average, each family would own 2.11 radios.

"Radio-television homes have more radio sets than radio-only homes"—2.34 to 1.87.

Other findings of the BAB-financed study indicate ownership of extra sets tends to parallel the family's economic status, that there are more radios outside living rooms than in them, with roughly half of all radio homes having sets in bedroom and kitchen, and that the distribution of sets in TV homes is "significantly different" than in radio-only homes.

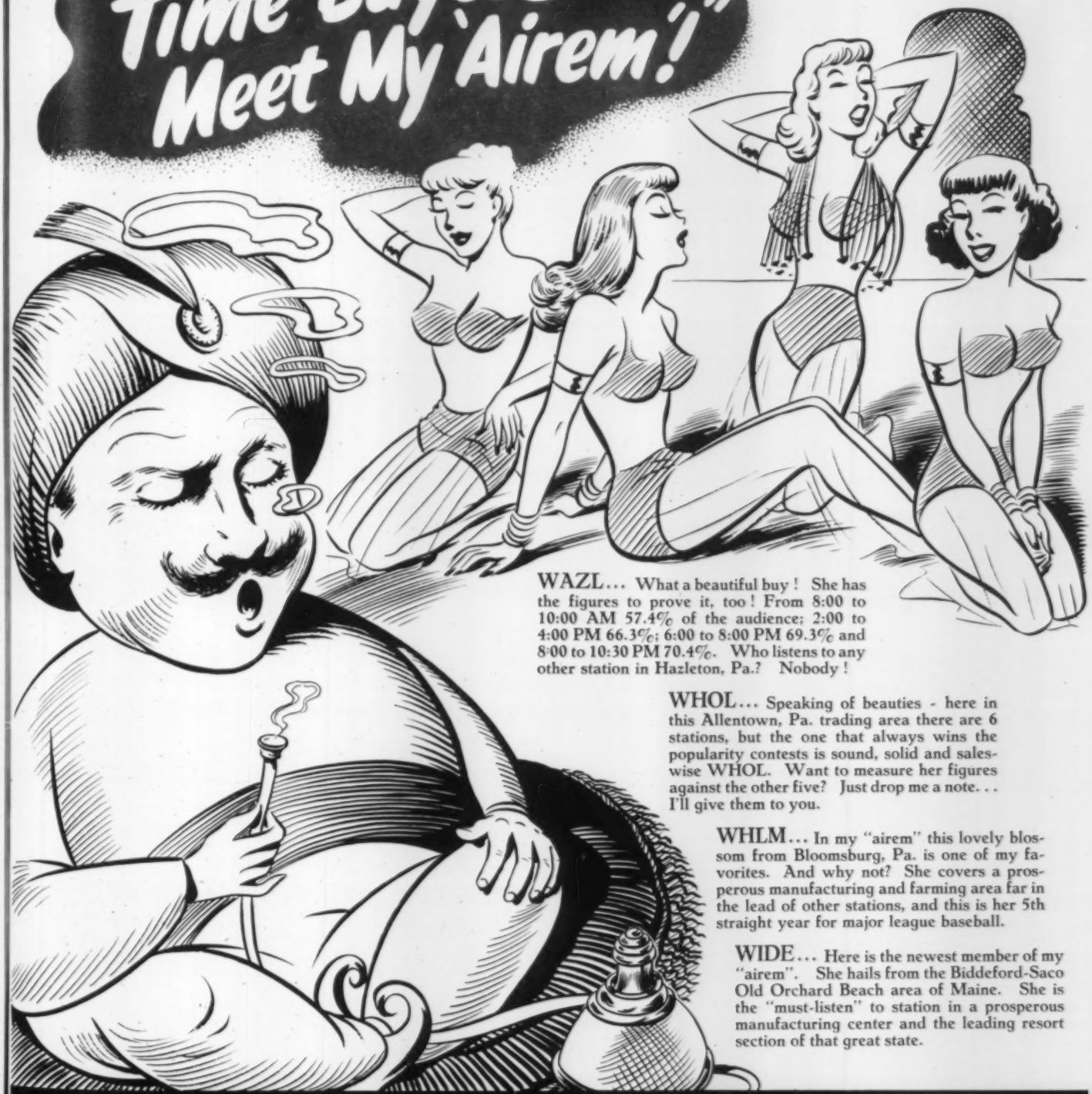
The survey did not count auto radios nor sets not in regular use in the home.

The brochure was announced Monday by Kevin B. Sweeney, BAB vice president, at a BAB sales clinic at Philadelphia's Barclay Hotel, attended by 85 management and sales representatives of member stations in eastern Pennsylvania. Another BAB clinic was held Thursday at the Hotel Statler in Washington, D. C., and a third Friday at the Jefferson Hotel, Richmond.

The schedule calls for 27 more BAB clinics, with the chairmanship rotated among William B. Ryan, BAB president, Mr. Sweeney and John F. Hardesty, director of local promotions.

Vic RADIO PROFIT Diehm Says:

"Time Buyers Meet My 'Airem!"



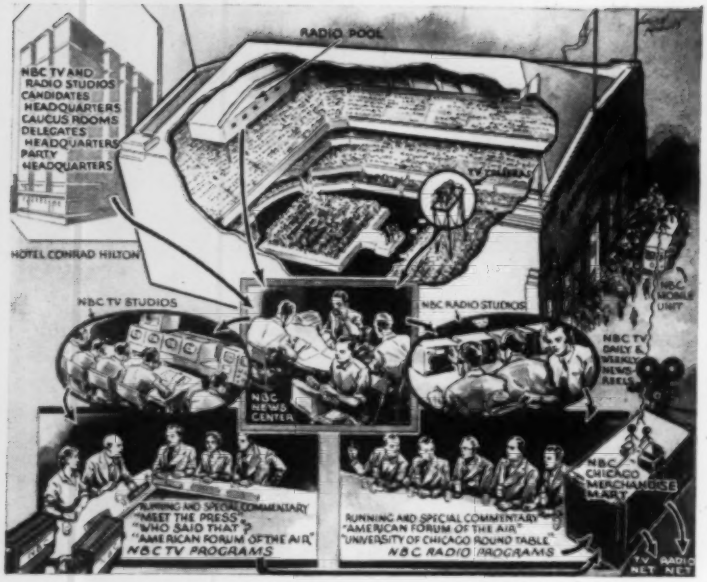
WAZL... What a beautiful buy! She has the figures to prove it, too! From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3% and 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

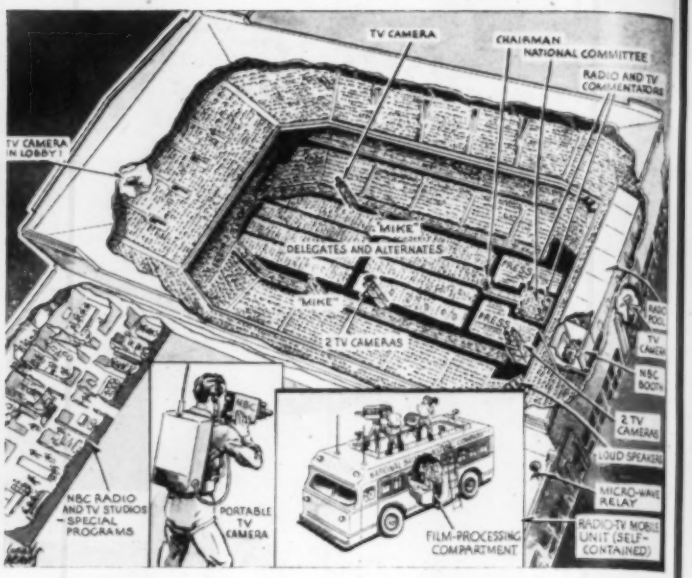
WHOL... Speaking of beauties - here in this Allentown, Pa. trading area there are 6 stations, but the one that always wins the popularity contests is sound, solid and sales-wise WHOL. Want to measure her figures against the other five? Just drop me a note... I'll give them to you.

WHLM... In my "airem" this lovely blossom from Bloomsburg, Pa. is one of my favorites. And why not? She covers a prosperous manufacturing and farming area far in the lead of other stations, and this is her 5th straight year for major league baseball.

WIDE... Here is the newest member of my "airem". She hails from the Biddeford-Saco Old Orchard Beach area of Maine. She is the "must-listen" to station in a prosperous manufacturing center and the leading resort section of that great state.

WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).





NBC radio-TV coverage plans for the Republican and Democratic national conventions in Chicago next month are blueprinted in two sketches giving interior and exterior views of layout at the International Amphitheatre.

LEFT PHOTO—NBC studios in Conrad Hilton Hotel and equipment in amphitheatre pipe news to network's news center for channeling to radio-TV studios and use as running commentary and on special programs. Programs are transmitted to NBC headquarters in Merchandise Mart and sent out over respective radio and video networks. Also seen are placements for mobile unit and newsreels. Conrad Hilton will house caucus rooms and headquarters for candidates, delegates and each party and serve as originating point for several NBC radio-TV programs.

RIGHT PHOTO (with amphitheater position reversed)—Exterior view shows space for TV camera, radio-TV commentators, radio pool, NBC's booth, loudspeakers, microwave relay, film processing compartment, and self-contained radio-TV mobile unit. Seat placements for microphones, delegates and alternates, press and national committee chairmen also are indicated. Sketches were made for NBC by Logan Reavis.

upcoming

June 22-26: Advertising Assn. of the West annual convention, Olympic Hotel, Seattle.

June 23-24: BMI Program Clinic, New York.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 26-27: Virginia Assn. of Broadcasters annual meeting, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn. annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver U., Denver.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.

Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: NARTB District 14, Brown Palace or Cosmopolitan Hotel, Denver.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

KINGAN RADIO *Pays Off in Results; Godfrey Show Renewed*

KINGAN & Co., whose first investment in network radio last fall involved more money than the company had been spending in all media, found the investment paid off in sales results, Kingan Sales Vice President N. Bruce Ashby reported last week.

His statement came with the announcement that Kingan is renewing *King Arthur Godfrey and His Round Table* on CBS Radio (Sunday, 5-5:30 p.m. EDT) for another 52 weeks, starting in October [B•T, June 9]. Warwick & Legler, New York, is the agency.

"The CBS Radio Network program has paid off for Kingan or we would not have renewed at this time for our coming fiscal year," Mr. Ashby asserted.

When Kingan embarked on the Godfrey *Round Table* series in October 1951, the meat company executive said, "there still were a number of major points where we had inadequate or no distribution on our consumer identified products."

Since then, he continued, "Definite gains have been made in all classes and types of retail trade handling meat products, from the independent operator right through the large corporate chains."

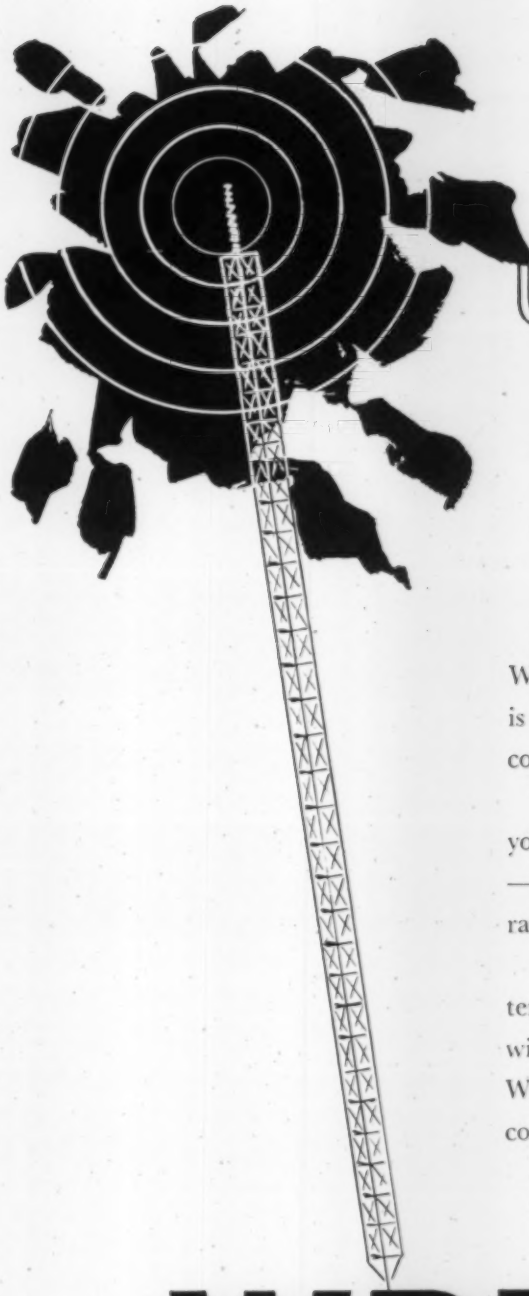
In this connection, he said:

"Some of the specific advantages that have been gained through the combination of *Godfrey and His Round Table*, CBS Radio and Kingan merchandising are a definite pin-pointed attack on selected consumer identified items on which we have desired to expand distribution and volume. . . . The Godfrey personality and our particular type of program has been very well adapted and very well used for point - of - sale merchandising material and in - store promotions. Local CBS Radio stations have been very cooperative in helping make the promotions successful.

"Finally, of course, the sales results warranted renewal. I attribute these sales results to an excellent sales job by Arthur Godfrey over the air and a well-coordinated selling and merchandising job by CBS, Warwick & Legler, and Kingan."

Mr. Ashby pointed out that when Kingan undertook *Round Table* sponorship, "the program called for a major investment, in network radio alone, greater than total company expenditures for all types of advertising during recent preceding years," and that Kingan officials "obviously" feel their decision "was sound."

The *Round Table* series consists of recorded highlights from the Godfrey morning programs, integrated into a weekly half-hour show and presented at a time suitable for listening by persons unable to hear the morning shows.



wonderful spot

Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10.1% less than in 1946.

That's because more people are hearing your message—the area has grown, and also —WREC has the highest average Hooper rating of any Memphis radio station.

Ask salesmen who travel the huge WREC territory—ask advertisers on WREC. They will tell you from experience your spot on WREC is a wonderful spot in a thriving area completely covered by WREC.

WREC

REPRESENTED BY THE KATZ AGENCY

MEMPHIS NO. 1 STATION

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

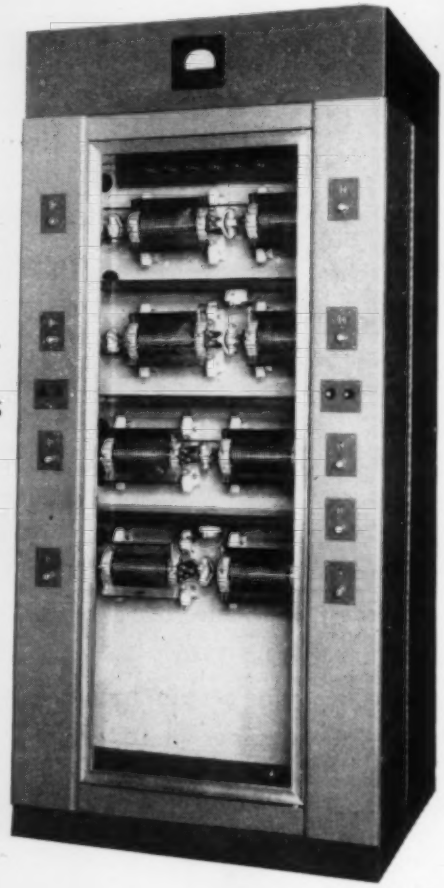
Continental

BROADCASTING EQUIPMENT

is custom-built to your requirements

For broadcasting equipment individually engineered to meet exact station requirements, put CONTINENTAL skill and experience to work on your next installation.

CONTINENTAL specializes in the production of all types of antenna phasing equipment, and each layout is specifically designed to meet the requirements of the particular directional array involved.



A typical Phasing Control and Power Division Unit

by CONTINENTAL is shown above. This modern unit was manufactured especially for Radio Station KWTO, Springfield, Mo. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

GraybaR QUALITY SINCE 1869 *REG U.S. PAT. OFF. Distributed by GraybaR ELECTRIC COMPANY

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas

Arthur Feldman (l) records a special WLFH opening-day message from former President Hoover.

* * *

WLFH LITTLE FALLS

Ready to Make Air Bow

WLFH Little Falls, N. Y., announced last week that it expected to begin operation within 10 days. The station, an MBS affiliate, is to operate on 1230 kc with 100 w. WLFH co-owners are Arthur Feldman, MBS director of special events, and M. Robert Feldman, of Little Falls.

Heading a list of well-known public figures to participate in the special opening-day program is Herbert Hoover, the nation's only living ex-President. Robert Earle, formerly with WKAT Rome and WKTV Utica, both New York, is general manager. Ed Dumas, formerly with Pan-American Airways Communications in South America, is chief engineer.

CARSON NAMED

For Seven-Year FTC Term

PRESIDENT Truman last Wednesday nominated John Carson for re-appointment to the Federal Trade Commission for a seven-year term beginning Sept. 28. The nomination was referred to the Senate Interstate & Foreign Commerce Committee, which has not yet scheduled action.

Almost simultaneously, FTC was brought to full strength for the first time since last January as Albert A. Carretta, Washington attorney, was sworn into office. Mr. Carretta, confirmed by the Senate June 12, fills the unexpired term of the late William Ayres ending in September 1954. The oath was administered to Mr. Carretta Wednesday by Chief Judge Harold M. Stephens, U. S. Court of Appeals for the District of Columbia.

Mr. Carson, former research and information director for the U. S. Cooperative League, was the center of controversy during committee hearings on his nomination three years ago. He was nominated in April 1949 to fill the unexpired term of then Comr. Robert Freer, who resigned to re-enter private practice. Mr. Carson was confirmed that September.

'GREEN CAMPAIGN'

WTMA Builds Used Car Sales

WTMA Charleston, S. C., is credited with making a success of a campaign which ties the wearing of green hats by salesmen to the idea of saving used-car buyers "on the long green."

Advertising stunt was staged by Frank Norris Motors of Charleston. Manager Bevie L. Machen equipped his used-car salesmen with green hats. With Ralph J. Shade, WTMA account executive, he worked out a system of spots. Spots included teasers and then a continuing series of telephone conversations between WTMA announcer Red Munro and automobile salesmen.

Norris used-car sales jumped about 100% the first month, WTMA reports, and each succeeding month has brought continued increases. WTMA Sales Manager Grange S. Cuthbert Jr. wore a green hat as a gag and in one afternoon picked up three prospects for the automobile agency, station observes.

Mr. Machen comments, "The man-in-the-green-hat campaign, conducted by WTMA for Frank Norris Motors, was one of the most successful advertising campaigns we ever tried. The enthusiasm generated among our own salesmen and the public was of the highest order of any campaign yet undertaken."

NEW WISN CENTER

Planned on Milwaukee Site

ERECTION of a radio-television center will be carried out by WISN-AM-FM Milwaukee at a downtown site which the station has purchased on West Wisconsin Ave., Milwaukee's main thoroughfare, at N. 19th St., according to Harry D. Peck, manager.

The 120,000-sq. ft. site cost $145,000, Mr. Peck said. He said plans now are on the drawing board for the new center, which will house all broadcasting and telecasting activities and offices. WISN is a division of the Hearst Corp.

NU-NBC INSTITUTE

57 Enroll for Session

SIX-WEEK professional session in radio and video training which begins today (Monday) at the 11th annual Northwestern U.-NBC Summer Institute has 57 enrollees from 25 states and three foreign countries.

Of the students, 15 are employed at broadcasting stations, and a smaller number work in broadcast departments at educational institutions. Foreign students include one from Italy, two from Canada and one from the Philippines.

$50,000 a day—for waiting!

These manufacturers are waiting.

In their factory, the production line has halted, the men are idle. And every day of this inactivity is costing them $50,000—and more!

What happened? One small breakdown in an important machine has stopped the works!

Even though replacement parts are hundreds of miles away, there's one way they could cut those days of waiting to *hours*. It's an answer that is saving thousands of manufacturers thousands of dollars every day.

That answer is—Air Express!

Air Express speed means *production* line speed. Whether your business is factories, films, or food, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

PLANNING next fall's United Red Feather campaigns, to receive support by all networks, are (l to r) Sylvester Weaver, NBC-TV vice president; Joseph Allen, Bristol-Myers vice president and chairman of Red Feather Radio-TV-Films Committee, and Charles Denny, NBC executive vice president.

milestones . . .

► STARTING his 25th year in broadcasting on June 12 was C. L. (Chet) Thomas, KXOK-AM-FM St. Louis. He began at WLW Cincinnati and became general manager of KXOK in March 1943.

► JOCKO MAXWELL, sports director of WWRL Woodside, L. I., billed as the nation's first Negro sportscaster, observed his 20th anniversary in radio last Saturday. He started in 1932 on the former WNJ Newark with a morning sports program. After WNJ ceased operations, he moved in 1937 to WWRL, where he conducts a weekly *Sports Digest*. He also writes a weekly sports column, and magazine articles and is author of a book.

► HOUSEWIVES took over at the 10th anniversary of Edith Hansen's radio homemaking on KMA Shenandoah, Iowa, June 6, when more than 1,200 honored her at the station auditorium. A Shenandoah housewife, Mrs. Hansen airs programs heard today on 54 radio stations throughout the country. She started on KMA. Edward May, president, KMA, presented her with an engraved silver tray. Also taking part in the festivities were J. C. Rapp, president, and A. W. Ramsey, vice president, Tidy House Products Co. Mr. Rapp is a former general manager of KMA, Mr. Ramsey a former sales manager at the station.

► TWELVE-year-old *Quiz Kids* will be feted at Chicago's Bismark Hotel on the program's June 26 birthday. Host is Louis G. Cowan, owner and originator of the radio-TV package. Joe Kelly, m.c., and Mr. Cowan will greet more than 400 former and present program kid stars. Show will be tape-recorded for broadcast on its CBS Radio Saturday time period.

WOR NEW YORK supplied about 30 portable radios to Ebbets Field, Brooklyn, last Thursday, when some 400 blind persons attended Dodgers-Cubs game as guests of Dodgers.

SUMMER MUSIC

Replaces MGM Shows on MBS

MUSICAL SHOWS have been picked by Mutual as summer replacements for the MGM productions which occupy the 8-8:30 p.m. EDT periods Mon.-Fri.

Julius F. Seebach Jr., in charge of MBS programs, announced last week that the Mon.-Fri. summertime schedule would see the following programs in the 8-8:30 spot, starting June 30:

Monday, *Jazz Nocturne*, featuring Sylvan Levin, MBS musical director in New York, and orchestra plus singer Jean Tighe and a quartette, the Mac and Jack Singers; Tuesday, *Jimmy Carroll Show*, with Jimmy Carroll, guest vocalist, and Emerson Buckley and orchestra; Wednesday, *Music for a Half-Hour*, a program of operetta and musical comedy melodies with Jimmy Carroll and guests; Thursday, *Symphonic Strings*, with Emerson Buckley and orchestra; and Friday, *Concerto Festival*, with Sylvan Levin and orchestra, plus guests.

A participation quiz, *The Great Day Show*, is scheduled for the 8:30-9 p.m. period on Wednesday, which currently is the second half of the hour-long *M-G-M Musical Comedy Theatre*.

MGM shows vacationing for the summer in addition to *Musical Comedy Theatre*, are *Woman of the Year*, starring Bette Davis and George Brent; *Black Museum*, with Orsen Welles; *Modern Adventures of Casanova*, with Errol Flynn, and *Adventures of Maisie*, with Ann Sothern.

Locke Buys Programs

LOCKE Stove Co., Kansas City, through Calkins & Holden, same city, has bought a half-hour on a 27-station southern NBC network for broadcast of a folk music and variety show originating in Nashville. Contract is effective for 13 weeks from Aug. 16, Saturdays, 9:30 to 10 p.m. CT.

PHILCO Corp., Philadelphia, has established new scholarship fund for engineering students at Lehigh U., Bethlehem, Pa. Grant of $18,000 will provide for three scholarships valued at $1,500 annually for next four years.

BAB SIGNS

For Special Nielsen Service

BAB has contracted for a special Nielsen service, making available to BAB members information developed from the Nielsen Radio Index Service, Nielsen Coverage Service and Nielsen Food-Drug Index Service, it was announced Thursday in a joint release from W. B. Ryan, president of BAB, and Arthur C. Nielsen, president of A. C. Nielsen Co.

Signing of the contract follows months of negotiations between the radio industry's self-owned promotion organization and the market research firm, in which Edgar Kobak, business consultant, whose clients include the Nielsen firm, and also chairman of BAB's executive committee, reportedly played a major part.

First reports to be developed by BAB from NRI material will include analyses of general radio listening and TV viewing habits, early morning and late evening radio audiences, evening radio listening in TV areas, cumulative weekly and monthly audiences of programs broadcast more often than once a week and audience size studies of national spot radio campaigns, Mr. Ryan said.

Auto Data in Fall

Food and Drug Index Service will provide material for additional reports on seasonal variations in the sale of packaged goods, importance of rural and small town markets for various types of products and case histories of radio advertising successes as reflected in store sales records, the joint release stated. In the fall the first NCS report will give BAB subscribers up-to-date information on automobile and other out-of-home listening.

"Through the Special Nielsen Service" Mr. Ryan said, "BAB members will be armed with important new facts about radio listening and the movement of goods resulting from radio advertising. We expect that some of BAB's most significant presentations for local and national advertisers will be based on the tremendous fund of information which A. C. Nielsen has spent many millions of dollars to acquire."

BAB officials would not comment on the amount the organization is paying for Nielsen service other than to indicate the sum is "reasonable."

Gallup Sales Expand

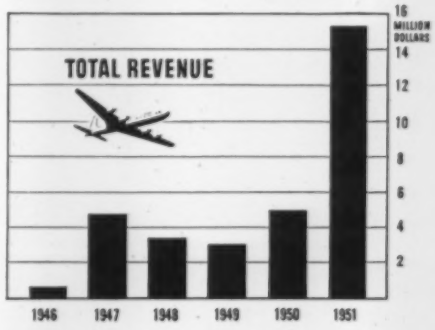
EIGHT additional sales of *Dr. George Gallup Show*, transcribed radio program, were announced last week by George F. Foley Inc., N. Y., film packaging and distributing firm. Bringing total sales to 130 markets, new station sales include WWVA Wheeling, W. Va.; WMAZ Macon, Ga.; WMT Cedar Rapids, Iowa; WDNC Durham, N. C.; KMED Medford, Ore.; KMO Tacoma, Wash.; WLOK Lima, Ohio; WMAS Springfield, Mass.

How the Flying Tigers got over the Hump

1. In November, 1945, we told the story, in this series, of 12 India-China "hump" flyers from the American Volunteer Group who came home from the war and started an air freight business. They called their company The Flying Tiger Line Inc.

2. As we told you then, the veterans pooled all their savings but they still needed additional capital to launch their project. Several Los Angeles businessmen offered to furnish this capital on a 50-50 basis—the veterans to operate the company. This capital enabled them to start operations on June 25, 1945, with 8 war surplus Conestoga cargo planes.

5. The company has used Union Oil aviation products since it began operations in 1945. But that doesn't seem nearly as important to us as the fact that the men were able to accomplish these things. It could hardly have happened under anything but the American profit and loss system.



3. Over the last seven years the company's growth has been spectacular. Their fleet of planes has grown from 8 to 39. In 1949 they received the first certificate to fly U.S. Air Freight Route 100. And they now operate daily transcontinental schedules to 43 cities, in addition to world-wide contract and charter services. The company has now contracted for seven new DC-6A's—the largest order ever placed for cargo planes.

4. Last year their fleet earned a total revenue of $15½ million compared to $458 thousand the first year. In 1951 their planes flew a total of over 13½ million miles compared to ½ million miles the first year. Today The Flying Tiger Line Inc., is the world's largest certificated freight and contract air carrier.

6. For without the *profit incentive* the businessmen wouldn't have put up the capital to start the business in the first place. Without the hope of gaining financial independence, the veterans wouldn't have had the *incentive* to sweat out the problems of starting the company and developing it. Altogether, we think it's a wonderful example of the advantages of our American free enterprise system over others.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

THANK YOU,T

"ZIV SWEEPS NON-NETWORK TV FILM DIVISION WITH 3 OUT OF 4 TOPPERS"

states industry-wide survey!

HOW STATIONS RATE NON-NETWORK TV FILMS

Place	Name	Points
1	CISCO KID	63
2	THE UNEXPECTED	48
3	non-ZIV show	44
4	BOSTON BLACKIE	43

we quote: "Ziv Television Programs, Inc., swept the field, copping first, second and fourth positions with "The Cisco Kid," "The Unexpected," and "Boston Blackie" scoring 63, 48 and 43 points respectively."

THE BILLBOARD, TV FILM QUARTERLY, page 14.

Billboard Magazine mailed qu

of the questionnaires were

Billboard TV Quarterly,

...we're happy...

XUM

TV STATIONS!

"STATIONS NAME ZIV BEST TV FILM DISTRIB..." in industry-wide survey!

HOW STATIONS RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TV

Place	Name	Points
1	**ZIV TELEVISION PROGRAMS, Inc.**	**106**
2	OUR	**59**
3	BELOVED	**55**
4	RIVALS	**30**

"Ziv Television Programs was voted the outstanding distributor of TV film series especially produced for television by an almost two to one margin in The Billboard's first quarterly survey of TV films. This was the verdict of the nation's Television stations . . ."

THE BILLBOARD, TV FILM QUARTERLY, page 12

ZIV TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

WOW!

editorial

Price War

NO MATTER whose the fault (if indeed anyone can be singled out for blame) much radio network business in the past year and a half has been conducted in the haggling traditions of a Near Eastern bazaar, where nobody pays the first price asked unless he is a rich and stupid tourist.

A wandering rug merchant may be able to do his pittance of business that way, but it does not work out well for larger enterprises. It certainly has not worked out well for radio, as a special article in last week's issue of this publication made disturbingly clear.

The trouble has been that not very many people in radio have brought themselves to admit that radio network business has really degenerated to the hawker's level. It is not easy to believe that an enterprise dealing in more than $100 million a year could have let its price structure fall into utter chaos.

Only recently, it seems to us, has the radio industry as a whole begun to recognize this problem. The next step, which it appears will soon be taken, is to deal with it realistically.

The heart of the problem is prices.

Quite obviously, many of their canniest customers think that radio networks today are overpriced. Although we certainly do not agree, we must concede that, whatever the reason, the networks have been unable to persuade these customers that the price (or at least the announced price) is equitable.

It was an unhappy consequence that haggling came about once enough customers objected to the first prices asked. There is no point now in wondering whether the line could have been held if the networks as a group had steadfastly stuck to their prices.

Radio networks now have no choice other than to set a new price scale. It must be reasonable enough to attract buyers but high enough to enable networks and their affiliated stations to make a living.

Above all, the price scale must be one to which all the networks will adhere. If, after the readjustment that seems inevitable, a new period of haggling ensues, the demoralization of radio networks will be complete and their destruction unavoidable.

Timely Testimony

INERTIA, which has plagued broadcasters for years, is nowhere apparent in the approach toward the so-called Gathings investigation in Congress, which so far has been marked primarily by side-show exhibitions and an oblique effort of prohibitionists to force alcoholic beverage advertising from the air.

A formidable team of spokesmen for broadcasters and telecasters will testify next week before the House Interstate and Foreign Commerce Subcommittee. They will come prepared to show that radio and television are entirely capable of regulating themselves.

Many broadcasters were deluded by what transpired when the hearings opened three weeks ago. The witnesses launched diatribes against "hootchy-cootchy" dancers and "beercasts." It looked like more of the headline-hunting that animates many Hill hearings.

A timely note of caution is sounded by Committeeman Arthur G. Klein (D-N. Y.). He urges complete and forthright testimony. And he cited the appearance of the prohibitionists, who earlier in the session were thwarted in a drive to get through a Senate committee a bill to prohibit alcoholic beverage advertising. This happened by the slim margin of one vote. So the campaign was carried to the House, smuggled in under the broad terms of the Gathings Resolution, theoretically aimed at purported "offensive" TV programs.

Thus far, an NARTB delegation headed by President Harold E. Fellows and including Code Review Board Chairman John E. Fetzer has scheduled appearances before the subcommittee. Network representatives plan to testify. The Brewers' Foundation, recognizing the ruse of the blue-nosers, also contemplates an appearance.

This is gratifying. The foe hasn't been underestimated. A strong showing should spell the end of these forays against free media (for the moment, anyway). It will become apparent that Congress can't legislate program content without contravening the Bill of Rights.

Revision Needed

IN SOME DETAILS, the version of the McFarland Bill passed last week by the House is unacceptable.

Though retaining some of the major provisions of the original measure, as proposed by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate, the House version strayed in just enough particulars to pervert what could be a useful piece of legislation into an extremely dangerous one.

Discrepancies between the Senate and House versions are summarized elsewhere in this issue. Those which strike us as especially in need of straightening out include:

The failure of the House to change Sec. 311 of the existing Communications Act which permits the FCC to refuse broadcasting licenses to persons found guilty in federal court of monopolizing radio communications. This section was eliminated from the act in the Senate bill on the quite justifiable grounds that it constituted "double jeopardy."

The addition by the House of a section authorizing the FCC to suspend licenses for 90 days and levy fines of $500 a day for violations of the Communications Act. The Senate, in its bill, would give the FCC power to issue cease and desist orders, which would be bad enough. The House would make the situation intolerable. An intemperate or willful Commission could wreck a station easily by exercising such punitive powers. The FCC's present power of license revocation is adequate.

The House bill subsection preventing stations from establishing political broadcasting rates that exceed "the minimum charges made for comparable use of such station for other purposes." In the absence of further explanation, this subsection could be interpreted most unfairly. Suppose the political broadcast replaced a show regularly scheduled under a long-term contract earning a favorable discount. Would the discount be figured in when computing the "minimum charges"?

These and other apparent flaws in the House version must be eliminated before broadcasters can regard this legislation favorably. Fortunately, the measure will be taken up by a joint Senate-House committee where, it is to be hoped the ills will be removed.

There would seem to be a chance that a sensible bill may emerge. It is interesting that the roadblocks which certain FCC personnel tried to place in the way of the measure proved ineffective in the House, which passed the bill overwhelmingly. This would indicate that if the conferees can produce a compromise bill reasonably soon, it would have a chance of adoption before the adjournment of Congress.

But one thing must be kept in mind. It would be better to have no new bill at all than one containing serious shortcomings.

our respects to:

BENEDICT GIMBEL JR.

TO BENEDICT GIMBEL Jr. there's no business like show business, unless, of course, it's broadcasting.

Happily, Mr. Gimbel, president-general manager, Pennsylvania Broadcasting Co., licensee of WIP-AM-FM Philadelphia, has been able to combine both of his loves.

Twenty-two years ago, Mr. Gimbel assumed the presidency of WIP and since that time has directed its efforts in entertainment and civic affairs.

How successful has he been? Mr. Gimbel's answer to that query shows that whereas he brings much imagination to his programming, his feet are solidly on the ground insofar as the practical aspects of station operation.

He has a one-word yardstick with which to measure success. That word is simply: Results.

"Many people have been depreciating radio and its effectiveness," he commented. "We at WIP feel differently. The year just past shows an increase of 26% in local billing over the year before . . . the highest in the 30 years of WIP's existence.

"Next year is going to be even better," he added optimistically. "I don't think any other medium can offer a serious challenge to radio on a coverage basis or on a cost basis.

"Everyone knows that the set sales are the highest ever and radio sales volume is the highest in its history.

"It all adds up," said Mr. Gimbel, "to more penetration, more listeners, more business. Radio is a great medium and I think it will continue to be for years to come. It's economical and it produces. Isn't that the answer to any good medium?"

The early direction of Mr. Gimbel's life was not pointed toward broadcasting. It was assumed that he would inherit the mantle of his family's famous mercantile business.

A native Philadelphian, Mr. Gimbel attended Central High School there, then completed his secondary education at Thorpe School, Stamford, Conn., and at La Villa, Lausanne, Switzerland.

College training at the U. of Pennsylvania's Wharton School was interrupted in Mr. Gimbel's sophomore year when he joined the Army during World War I. He was discharged as a sergeant after 16 months' service. He was graduated from Wharton in 1921.

Then, as planned, he began his business career with the Gimbel store in Philadelphia. Following an apprenticeship of two years, during which he served in every department, young Mr. Gimbel was made assistant mer-

(Continued on page 54)

Here's how to

DOUBLE your impact in the Detroit Market

MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend $100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

ASK YOUR HOLLINGBERY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

√PROOF POSITIVE

that **K-NUZ** brings results!

Kaphan's RESTAURANT Speaks Out for K-NUZ Pull Power . . .

Here is a letter K-NUZ received from Peter Petkas, owner of Kaphan's Restaurant in Houston.

Gentlemen:

As we begin our 40th week on K-NUZ I would like to thank the personnel of your station for their friendly co-operation and assistance. As evident in our fourth renewal of our original contract, we are more than pleased with the results we have obtained from our program "Dinner Date" with Paul Berlin. I think you will appreciate knowing that our over-all volume of business has increased 16%, and holidays have shown a 19% increase over the same period before going on K-NUZ.

We are looking forward to continued success with your station.

Very truly yours,
Peter Petkas

TIME BUYERS' INFORMATION

Kaphan's sponsors 5 quarter-hour "Dinner Date" programs per week—6:00 - 6:15 PM, Monday thru Friday.

Call FORJOE
National
Representative

or DAVE MORRIS
General Manager
At KE-2581

K-NUZ

HOUSTON'S LEADING INDEPENDENT

Our Respect To

(Continued from page 52)

chandise manager of the ready-to-wear departments. A year later he was named merchandise manager of those sections.

In 1922, Gimbel Bros. purchased WIP as an adjunct to its advertising department. The station shared time in those days with WFAN, then owned by the Levy brothers of CBS fame. In the early 30s, Gimbel Bros. bought out WFAN, deleted the call letters, and WIP started to hit its stride under the guidance of Benedict Gimbel Jr.

During those long months while he was learning merchandising, Mr. Gimbel had longed for some active participation in show business. When the radio station came along, he seized the opportunity. Here was a field in which he could enlist his knowledge of show business on behalf of the station's advertisers.

Under his imaginative direction, WIP was the first station in the Philadelphia area to go on a 24-hour daily, seven-day-a-week operation; it was the first in Philadelphia to broadcast from airplane to ground and the first to broadcast from the bottom of the sea.

This progressive programming has led to well satisfied advertisers. A source of pride with Mr. Gimbel is the fact that many of the station's current sponsors have been with WIP for 10 to 15 years. One advertiser has just celebrated its 21st anniversary with the station.

Mr. Gimbel not only sets the policy of the station, but he is active also in helping carry it out. He is at his office usually before 9 a.m. and remains in harness as long as he feels he is needed. This sometimes means that he still is working at midnight.

Covers Local Stories

Many ideas are originated by him. And, since WIP tries to give full coverage of local happenings, he often covers stories himself. He is an honorary Philadelphia fire chief.

Philadelphia being his "home town," Mr. Gimbel takes an active part in civic affairs. He lately was honored by the Boys Clubs of America for his more than 15 years of service as a member of the board of the Crime Prevention Assn. He also is a member of the board of directors of MBS and serves as president of the Philadelphia Radio & Television Broadcasters Assn.

On June 3, just three weeks ago, he was awarded an honorary degree of Doctor of Humane Letters by Lincoln U., Oxford, Pa., during the university's 98th commencement.

He has attended every major show's opening night performance in Philadelphia for the past 17 years. Mr. Gimbel's home guest book bears the names of most of the great and near-great of the theatre, movie and radio world; his collection of autographed photographs number nearly 1,500; his personal record library is an enviable collection, as are his collection of strange hats, brought from far parts of the world.

As a youth, Mr. Gimbel was an avid polo player. He rode for the Lancaster Polo Club and for the Philmont Polo Club. A team mate was William S. Paley, CBS board chairman. Incidentally, Mr. Paley also is a "brother" in Zeta Beta Tau fraternity.

Polo playing now, however, attracts only a spectator's interest from Mr. Gimbel. At 49, he follows more sedentary pursuits such as the study of words, their meanings, derivations and proper usage. His library of dictionaries and reference books boasts more than 100 volumes, and includes a research library on curious and little-known facts.

Club Memberships

In addition, Mr. Gimbel is a member of Philadelphia's Poor Richard Club, the Radio Executives Club of New York, the Radio Pioneers, the Lamb's Club of New York and the Variety Club of Philadelphia.

He is now married to the former J. Jessie Kane, of Philadelphia. A son of Mr. Gimbel by a former marriage is Edward Nathanson, ABC-TV producer-director.

As for future ambitions, the Pennsylvania Broadcasting Co. has just filed for UHF TV stations in Philadelphia, Milwaukee and Pittsburgh. Also, Mr. Gimbel plans extensive expansion of WIP.

He has full faith in the future of radio but TV quite naturally, has a fascination for him, too. Every new show would mean an "opening night" and the familiarly beloved backstage call, "Curtain going up!"

WTSP BALLCAST

Studio Outdraws Ballpark

STUDIO recreation parties held by WTSP St. Petersburg, Fla., to stimulate fan interest in minor league baseball have become so successful that the station actually outdrew the ballpark in attendance on one occasion.

This was the enthusiastic report from Jack Faulkner, WTSP program director, in commenting on the station's newest activity. The parties have been a regular feature the past few weeks, with attendance at the baseball broadcasts hitting 120 for each game. Admission is free and cooperative sponsors supply free sandwiches, soft drinks, ice cream and cigarettes.

When the local Saints team played the weak second-division Fort Lauderdale Braves in a Florida International League game, some wags wagered the studio party would draw more people than the game at Fort Lauderdale. It did—by 20 fans.

WBNS Radio has a point to prove and facts which add up to an answer sponsors like to hear. Here's why sponsors profit from spot announcements on WBNS:

Domination of 24 Central Ohio counties, 1¼ million strong, that spend a billion dollars annually.

WBNS carries the 20 top-rated programs with more listeners than all other local stations combined. For more sales, put Central Ohio's only CBS outlet to work for you.

ASK JOHN BLAIR

WBNS RADIO

POWER WBNS — 5,000 WELD-FM—53,000 COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

WGEZ DUNKS
Stages Sears Day

WGEZ Beloit, Wis., helped dunk three top local Sears Roebuck & Co. executives into a river as a result of the success of an annual Sears sale.

For several days preceding "Sears Days," and throughout the nine-day sale, WGEZ aired 11 spots daily plugging the event. In addition, Sears co-sponsored Chicago White Sox baseball games over the station.

Immediately preceding the sale, a "planning party" was given. John Barrows, store manager, set the quota, and announced that if 99% of it were reached, he would submit himself, fully dressed, for a thorough dunking in the Rock River, just north of Beloit. If 101% were reached, Gordon Wedge, assistant manager, would be dunked, and if 135% were reached, Alvin Collins, credit manager, would receive the same treatment.

Opening night brought the largest crowd in the history of the store. In three hours, about 10% of the quota was reached. At the end of the nine-day sale, total business equalled 141% of the quota.

Employes declared "D (for dunking) Day" and Messrs. Barrows, Wedge and Collins lived up to their end of the bargain.

WGEZ was on hand at the dunking to give a gurgle-by-gurgle description.

All three executives praised WGEZ's part in making the sale a success. Mr. Wedge commented, "We feel that the success of the sale was due greatly to the power of radio and especially in the kind of promotion we have come to expect of your station after two years of advertising with you."

KAUFMAN AGENCY
Wins 18 NAAN Awards

HENRY J. KAUFMAN & Assoc., Washington, received 18 awards at the 21st Annual Conference of the National Advertising Agency Network, which met Monday-Friday last week at Skytop, Pa.

The annual creative awards competition had 384 entries by the 30 advertising network members. Kaufman clients who won awards include:

WMT Cedar Rapids: Christian Heurich Brewing Co., Washington, local merchandising campaign and spot radio advertising; Potomac Electric Power Co., local general newspaper campaign and radio program; First Federal Savings & Loan Assoc., Washington, spot TV announcements, and Mason Root Beer Bottling Co., Washington, TV program.

Judges included Stuart M. Armstrong, National Radio Institute; Joseph L. Brechner, WGAY Silver Spring, Md.; John S. Hayes, WTOP-AM-FM-TV Washington; Gene Juster, WBC; Charles L. Kelly, WMAL-AM-TV Washington; Robert K. Richards, NARTB, and Sol Taishoff, BROADCASTING • TELECASTING.

In the Employment Office, too..

GOOD COMMUNITY RELATIONS

are essential. *Radio* can be a real help!

In countless companies, the Employment Director faces a terrific task these days. Management calls for continuing additions to the force, while competition grows stiffer all the time.

Good community relations can be of tremendous assistance. And, as many companies have shown, radio is an excellent tool for fostering friendship in a plant's neighborhood. Radio programs help make friends not only with families near at hand, but also with those in outlying areas that other media usually fail to reach.

If you're not already using radio as an aid to recruitment, it will pay you to look into it. And if you're located in any one of six leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon.. you're in luck. You can count on the specialized programming experience of a Westinghouse radio station to help you make friends with your neighbors.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

operation critical

the chips are down... the client's ok is in the balance

This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence.... Their turn will come soon enough.

The account executive finishes his presentation; a cold silence falls on the group.

What do they think of it? Why doesn't somebody say something?

The client's ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it's the client's turn to speak. The media director unconsciously fingers his copy of Standard Rate ...and waits for the inevitable storm of questions to come.

Every agency man who's been through it knows Operation Critical. A recommendation in five figures—or six—is on the table ... the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn't go along.

The questions begin:

"How much of a break in rates would we get if we put the whole magazine campaign into these top five?"

"This newspaper—how well does it cover the city and trading area population?"

"Has there been any study of listening habits in the Kansas City region?"

"Do these business publications get read by employees below management level?"

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—*Operation Critical.*

The media director's fingers fly as he flips to a figure in CONSUMER MARKETS, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.

As usual, the "standard" questions are relatively easy to answer. Standard Rate & CONSUMER MARKETS have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends . . .

"Which of these women's magazines carries the most ethical drug advertising?"

"Do young people read this Sunday supplement?"

"Has this station's audience grown in the last year? How much?"

"Would it be worthwhile to add a second paper in this city?"

Listings of standard facts cannot answer many such questions — they're not supposed to. But the need for quick access to summarized information has been *anticipated* by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

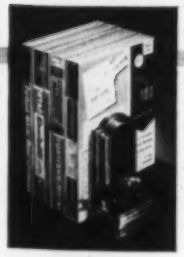
That's why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form . . . and to place this information near their market listings (in CONSUMER MARKETS) and near their media listings (in SRDS).

Service-Ads supplement the basic facts . . . and they are right there, in the conference room, when this supplementary information is most needed. They help buyers buy . . . they help buyers sell.

s r d s

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



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1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A. B. C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

THE ONLY PHILADELPHIA STATION CARRYING MAJOR LEAGUE BASEBALL

Play-by-play broadcasts of

Athletics

and

Phillies

HOME AND AWAY GAMES

with

★ BYRUM SAAM
★ GENE KELLY
★ CLAUDE HARING

Philadelphia's top sportscasters

WIBG

DIAL 990

10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY RADIO REPRESENTATIVES, INC.

front office

ROBERT J. BODDEN, program director, WRCO Richland Center, Wis., appointed general manager, WRDB Reedsburg, Wis.

W. W. (NICK) CARTER Jr., station manager, WTRY Troy, N. Y., promoted to general manager and director there.

Mr. Carter

GEORGE W. CLARK Inc., N. Y., appointed national representative by KRSC Seattle.

IRWIN HOTT, sales staff, WONE Dayton, Ohio, and former musical director at WOL Washington and WRFD Worthington, Ohio, to WVKO-AM-FM Columbus, in sales capacity.

DAVID A. CARLISLE added to sales staff, WFIL-TV Philadelphia.

LEWIS D. STEARNS, account executive, KECA Hollywood, has resigned.

KEITH McKENNEY, sales staff, Free & Peters, to WJBK-TV Detroit, in same capacity.

WAYNE MACK, sales staff, WDOK Cleveland, resigns to devote full time to announcing and producing.

Mr. McKenney

THOMAS C. HARRISON to WSM Nashville, as director of national spot sales.

GARDNER COWLES, president, KRNT Des Moines, re-elected chairman of the board, *Minneapolis Star and Tribune*. KINGSLEY H. MURPHY, president, KSO Des Moines, re-elected to board of directors.

THOMAS F. CLARK Co., N. Y., elected to membership in National Assn. of Radio & Television Station Representatives.

Personals . . .

EARL W. WINGER, president, WDOD Chattanooga, presented award on behalf of station for "outstanding service in the field of safety promotion" by National Safety Council. . . . ARTHUR H. CROGHAN, owner-general manager, KOWL Santa Monica, cited by Southern Calif. Broadcasters Assn. and Adv. Club of Los Angeles on 25th anniversary in radio.

HUGH A. L. HALFF, president, WOAI-AM-TV San Antonio, elected to board of trustees of National Jewish Hospital, Denver. . . . DANA CLARK, guest relations manager, ABC Hollywood, recovering from stroke suffered recently.

JOHN T. GELDER, vice president, WCHS Charleston, W. Va., elected president of city's Symphony Orchestra Society. . . . ROY V. SMITH, spot sales manager, Alaska Radio Sales, N. Y. father of girl, Deborah Jean, June 14. . . . BILL GIETZ, sales staff, WTAR-AM-TV Norfolk, Va., cited by Norfolk Sales Executive Club as one of area's outstanding salesmen. . . . HARRY MAIZLISH, president-general manager, KFWB Hollywood and ERNEST L. SPENCER, president-general manager, KVOE Santa Ana, elected to board of directors of Southern Calif. Broadcasters Assn.

LES BEIDERMAN, owner of Paul Bunyon Network and general manager of WTCM Traverse City, Mich., made honorary alumnus of U. of Michigan. . . . COLIN M. SELPH, president, Santa Barbara Broadcasting & Television Corp., Santa Baroara, elected to board of directors of city's Better Business Bureau and chairman of executive committee of Golfers' Assn.

FEIST ELECTED

Music Publishers Assn. Pres.

LEONARD FEIST of Mercury Music Corp. was elected president of Music Publishers' Assn. of the U. S. for the coming year, at the group's 58th annual meeting, held June 12-13 at the Warwick Hotel, New York.

Joseph A. Fischer of J. Fischer & Bro., retiring president, automatically becomes MPA vice president. Donald H. Gray of H. W. Gray Co. was re-elected secretary and Willard Sniffin of Harold Flammer Inc. was elected treasurer.

Four new directors were elected: Donald F. Malin of C. C. Birchard Co., Kermit A. Walker of Bourne Inc., Walter Heinrichsen of C. F. Peters Corp., and Robert Schell of Shawnee Press. Benjamin Pepper of New York was appointed permanent legal counsel for MPA.

Mitchell Elected

L. SPENCER MITCHELL, general manager of WDAE Tampa, has been elected director of District No. 4 of the Columbia Affiliates Advisory Board to serve out the unexpired (1952-53) term of Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, who resigned from CAAB to join the CBS-TV Affiliates Advisory Board now being organized [B•T, June 16]. Mr. Mitchell was chosen in a special election to select a replacement for Mr. Marshall.

The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYR in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYR facts and figures.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

KBLA BURBANK
Begins in California

KBLA Burbank, Calif., 250 kw on 1490 kc, was to begin fulltime operation Saturday from its transmitter studio at 239 Amherst Drive. Permanent studios and executive offices at 11516 Oxnard St., North Hollywood, are expected to be ready this weekend.

Licensed to Broadcasters of Burbank, KBLA is owned equally by Floyd J. Jolley, Burbank councilman; Arthur J. Crowley, attorney; Gordon A. Rogers, contractor; Walter Mansfield and Albert S. Hall, realtors. Robert S. Marshall, formerly of KFMV (FM) Hollywood, is KBLA general and commercial manager.

The staff includes Nicholas Mussey, assistant manager and program director; Charles Powers, account executive; Julie Cummings, copy writer-traffic manager; Robert Skiles and Robert Miller, announcers; and Thomas Payne, engineer.

Arthur M. Semones

ARTHUR M. SEMONES, 53, who worked at Henri, Hurst and McDonald agency, Chicago, since it was organized in 1916, died Tuesday after a long illness. Funeral services were conducted Friday. Three years ago he became a vice president. Surviving are his wife and two sons.

MORE AND EARLIER CHRISTMAS RADIO
NRDGA Studies Department Stores '52 Plans

RADIO, widely used in department stores' pre-Christmas promotions last year, is expected to do as well or better this year, while TV is still an unknown factor with most stores, according to Howard Abrahams, sales promotion head of the National Retail Dry Goods Assn.

In the June issue of *Promotion Exchange*, NRDGA bulletin service, Mr. Abrahams said that although Thanksgiving Day is the traditional starting time for retail Christmas advertising, reports from stores indicate that "1952's Christmas promotions will definitely be on the earlier side." Plans are made much earlier, with "newspaper and radio themes planned on the most part during late summer, although actual Christmas formats are not created until later in the season," he said.

"Of 91 stores studied, 52 used radio in the 1951 Christmas season," Mr. Abrahams reported. Stores with regular programs on the air generally reslanted them at Christmas time, while "a substantial number" of stores added special pre-Christmas programs, Mr. Abrahams added.

"From their reports," he said, "it is evident that stores will put as much and probably increased emphasis on Christmas radio programming as compared with last year."

On the video front, Mr. Abrahams reported that "only a small percentage of the stores reporting Christmas plans, use television regularly as a selling medium. Generally, the TV users reslanted their telecasting, whether it consisted of programs or spots, to Christmas themes. Last year, several stores added TV at Christmas time. These stores are divided in their thinking as to whether they will repeat their TV this Christmas.

"However, stores which had specialized programs slanted to children's audiences are definitely enthusiastic about the effect of these programs and will repeat these techniques this year."

RADIO FESTIVAL
Inaugurated by WBEZ

POLITICS of Britain and the drama of Oscar Wilde highlighted the first summer radio festival sponsored last week by the Chicago Board of Education on its FM station, WBEZ. The five-day programming from 9 a.m. to 4 p.m. included shows relayed to educational stations throughout the country by the National Assn. of Educational Broadcasters.

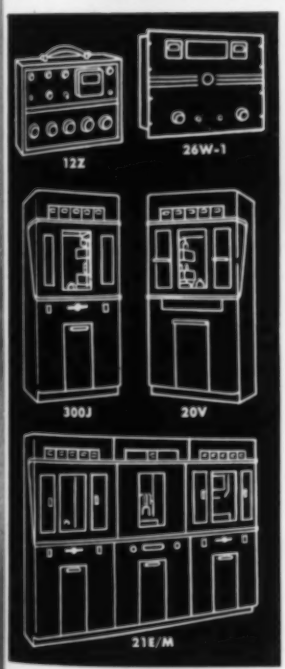
The radio festival included programs from the U. of Michigan, U. of Illinois and U. of Chicago, Northwestern U. and the British Broadcasting Corp. George Jennings, director of the board's radio council, said the effort will be continued during school holidays and summer vacations if response is favorable.

Safety by Radio

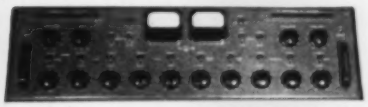
PENNSYLVANIA ASSN. of Broadcasters, noting mounting traffic deaths, is planning a saturation public service spot campaign on all holiday weekends in the interest of traffic safety. PAB board of directors, who met in Harrisburg June 12, is advocating that all members participate in the plan. It is believed, said Robert Trace, station manager, WMGW-AM-FM Meadville, Pa., that radio can play a major role in reducing traffic accidents by constantly alerting motorists of dangers which lurk on crowded highways. Plan is to incorporate messages in station breaks.

BMI is sponsoring series of 10 concerts by the Berkshire String Quartet, which will perform new works of chamber music by 29 contemporary composers. Series will be held at Music Mountain, near Falls Village, Conn.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY



COLLINS . . . for broadcast equipment of unquestioned quality



Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 1930 Carpenter Blvd. DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road Fountain City KNOXVILLE

Only ONE Station DOMINATES This Rich Growing 15-County Market with FOOD SALES of $124,756,000*

* Sales Management, 1952 Survey of Buying Power.

WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate

286
RADIO STATIONS
Now Carry
JOHN T. FLYNN
Transcribed

•

● This is the amazing record which has been built up in just one month by the John T. Flynn daily news commentary which is now being offered to radio stations on a transcribed basis.

● This program, a prestige-building vehicle in production for more than three years, has gained national recognition as an audience-building, sponsor - pleasing, down - to - earth analysis of current events, featuring the nation's outstanding authority on economic and social subjects.

● It is offered exclusively in each market—fifteen minutes one, five, or six times weekly—at no cost to stations while broadcast sustaining. A nominal talent fee is asked when commercial.

● Full cooperation, including visual sales aids, is provided by the distributor to all stations seeking sponsorship. Your inquiry is cordially invited.

R. K. Scott, Sales Director
America's Future, Inc.
205 East 42nd Street,
New York 17, N. Y.
MUrray Hill 4-6023

Also Available
AMERICANS, SPEAK UP!
— fifteen minutes weekly — transcribed—featuring nationally-known personalities interviewed by Bill Slater—winner of a 1951 Freedoms Foundation radio honor medal.

air-casters

ROLLAND C. BOURBEAU appointed merchandising manager, WBAL Baltimore, succeeding **J. WILLIAM MASON**, who transfers to sales service, WBAL-AM-TV.

PATRICIA SCANLAN to CBS Radio public affairs staff, Washington.

ROBERT C. CURRIE, producer-director, WCAU-TV Philadelphia, appointed production manager.

PAUL SCHRIMPF, news editor, KWOS Jefferson City, Mo., to farm programming department, WDAF Kansas City, Mo.

GEORGE SANDERS, Hollywood disc m.c., adds similar duties at KBIG Avalon, Calif.

DONALD McGILL, announcer and producer, CBM Montreal, appointed program director.

TIM OSBORNE, senior announcer, KTHT Houston, promoted to program director, replacing **JOHN KNAPP**, who transfers to KSOX Harlingen in same capacity.

Mr. Osborne

Mr. Knapp

KNOX TAUSSIG Jr., account executive, KMOX St. Louis, appointed merchandising manager at station.

ART WOLDT to announcing staff, WSYR Syracuse, N. Y.

GRANT RECKSIECK, assistant advertising-promotion manager, NBC Chicago, to KNBH (TV) Hollywood as director of sales promotion.

A. C. WILLIAMS, disc jockey, WDIA Memphis, promoted to promotion consultant.

JOSEPH C. BEAL, program consultant, WDSU - TV New Orleans, named production manager.

Mr. Beal

ROBERT M. ADAMS, director of press and public relations, WOL Washington, to WRC and WNBW (TV) that city, in similar capacity.

JERRY REUTER, KLRA Little Rock, Ark., to announcing staff, KWK St. Louis.

HAL LAWSON to WJR Detroit announcing staff.

MORTON COHN, program director, WCHS Charleston, W. Va., and **HARRY BRAWLEY**, public affairs director there, elected to presidency of Kanawha Players and Charleston Open Forum, respectively.

FRANK FONTAINE, star of CBS Radio *Frank Fontaine Show*, assigned role in Paramount Pictures feature film, "Scared Stiff."

ED F. SHADBURNE, sales staff, WAVE-TV Louisville, Ky., to advertising staff, KVOR Colorado Springs.

NORMAN HANSEN appointed assistant farm commentator for Pacific region of Canadian Broadcasting Corp., Vancouver.

FRED GREGG, promotion man with Scripps - Howard papers, to WLWT (TV) Cincinnati, as head of new client service department. Assisting him will be **JAMES ALLEN**, former city editor, *Cincinnati Post*, and **JACK FRAZIER**.

Mr. Gregg

JACK ROSS, WCRO Johnstown, Pa., to WCFM (FM) Washington, as special events director.

JOSEPH R. COX, coordinator of traffic operations for DuMont Television Network, appointed area supervisor in station relations department succeeded by **JAMES P. O'BRIEN**, who tranfers from WTTM Trenton.

E. S. COATSWORTH, formerly with moving picture interests including J. Arthur Rank Organization, Toronto, and National Film Board, Ottawa, named TV publicity director for Canadian Broadcasting Corp., Toronto.

MAX TERHUNE, star of KNXT (TV) Hollywood *Alibi's Tent Show*, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WNAX Yankton-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

Mr. Mack

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WBT and WBTV (TV) Charlotte, N. C., for summer months.

BOB MENEFEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.

WALTER DUNDON, manager, script department, CBS Radio, Hollywood, married **JACQUELINE AKERS**, executive secretary, Anderson-McConnell Adv., that city, June 2.

GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles *Accent on You*, and Keith Whipple will be married July 26.

TOM McCOLLUM, director, WSTE-TV Syracuse, N. Y., and Jean Zimmerman were married June 13.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers
TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

JUNE 23, 1952

TELECASTING

"They come with every can of film"

When you put a CBS Television Film Sales show on the road for your product, we're just starting to sell. As part of the package, we now offer you merchandising services which assure the show *and* the product of catching your customers' eyes.

For our shirt-sleeve staff not only will make a full kit of selling tools available, but will go into your markets to give you on-the-spot counsel and assistance, where indicated.

Whatever type of show you start out with, we'd like to help make it a success story. Just ask us for details.

CBS Television Film Sales

with offices in New York, Chicago, Los Angeles and Memphis

in our 7th year

SAFETY ON THE MARCH

Neither Sergeant H. A. Ries, of the Pennsylvania State Police, nor Sergeant John Eihleiter, School Safety Officer of the Lancaster City Police, was available on May 3 to conduct WGAL-TV's regular Saturday afternoon safety program. Both were busy supervising the FIFTEENTH annual Lancaster City and County Parade of School Safety Patrols, an event sponsored by the AAA in conjunction with the Pennsylvania State Police and the Lancaster City Police. WGAL-TV covered the parade with 3,500 safety patrolmen marching to the music of 26 high-school bands. Forty thousand spectators watched the parade and 11,000 saw the safety demonstration which climaxed the event. Purpose of the parade was to highlight once again the instruction youngsters receive in highway safety. Through alternate Saturday afternoon safety programs—"Guardians of Safety," conducted by the City Police, and "Highway Safety," conducted by the Pennsylvania State Police—WGAL-TV plays an important role in safety instruction to many young people throughout a wide area.

WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station

Clair R. McCollough, Pres.

WGAL AM TV FM

Represented by

ROBERT MEEKER *Associates*

New York Chicago San Francisco Los Angeles

TELECASTING

JUNE 23, 1952

TALL TOWER HAZARD

Study May Reduce Fears

By LARRY CHRISTOPHER

AIR HAZARD potential of tall TV towers does not appear as serious as aviation interests once feared, according to statistics contained in a study now being prepared for the industry-government "ad hoc" committee considering the problem.

The study shows there is but one application pending before a regional airspace subcommittee for a 2,000-ft. tower (Dallas-Ft. Worth) while there are only three requests pending before airspace subcommittees in the entire U. S. for towers in the 1,500-1,999 ft. category. Two towers in this range already have been approved, the study shows.

Aviation Interests Alarmed

Aviation interests became alarmed at the prospects of 2,000-ft. towers sprouting over the country when FCC announced its Sixth Report and Order lifting the TV freeze and finalizing the allocation of channels for some 2,000 TV stations in about 1,200 communities [B•T, April 14]. The Sixth Report provides for tower heights up to 2,000 ft.

The ad hoc committee is a working group studying in detail the tall tower air hazard problems and their possible solutions. It is composed of TV, aviation and government representatives, both FCC and CAA, and was appointed to the task by the first major conference on tall towers held in April under the joint chairmanship of FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee [B•T, April 28]. The ad hoc group will submit its reports shortly to Comr. Webster and Deputy Administrator Lee, at which time another large industry-government conference is expected to be called to act on the reports.

Meanwhile, in FCC correspondence disclosed last week on Capitol Hill, it was learned that the Commission considers it has full authority under the Communications Act to deny "any applications which may involve a hazard to air navigation."

The statement was made April 18 by Comr. Rosel H. Hyde in a letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee. The letter replied to a request by S. G. Tipton, general counsel for the Air Transport Assn. of America, that Congress amend the Communications Act to specify that authority [B•T, April 7].

The study of the probable instance of high towers, based on statistics available today, is being compiled for the ad hoc committee by Robert E. L. Kennedy, Washington radio-TV consulting engineer. It is one of four subcommittee reports being prepared for the ad hoc group.

According to the Kennedy study, of 92 TV applications on file at FCC early last week, 47 specify towers less than 500 ft. high (above ground, not above average terrain). In most cases, towers less than 500 ft. do not require CAA clearance. The study also shows that 25 applications specify towers 500-599 ft., three fall within 600-699 ft., four each 700-799 ft. and 800-899 ft., none 900-999 ft., seven 1,000-1,499 ft. and none 1,500 ft. and above.

The study also finds that as of June 1 there were 133 tower approval requests pending before regional airspace subcommittees throughout the country. This is based on cities of 50,000 population or greater.

The various airspace subcommittees, the study finds, already have approved 62 towers, and have 21 applications pending, in the 500-599 ft. category. For 600-699 ft. there are 11 approvals plus 12 applications pending; 700-799 ft., 11 approvals and 11 applications; 800-899 ft., four approvals and four applications; 900-999 ft., two approvals, three pending; 1,000-1,499 ft., 11 approvals, 28 applications; 1,500-1,999 ft., two approvals, three applications; 2,000 ft. up, one application pending.

The study also discloses that two towers over 1,000 ft. have been approved in Zone I, the eastern U. S., and four requests are pending before airspace subcommittees there, but it is considered doubtful they will be employed since less than maximum power would be required. FCC's Sixth Report limits towers to 1,000 ft. in Zone I when maximum power is used.

The ad hoc committee last Tuesday considered its second subcommittee report, that of the special projects committee. This report puts into layman's language major problems such as placing all TV antennas on a single tower in each community and the use of satellite booster stations to eliminate the

(Continued on page 65)

CITY PRIORITY

FCC Rejects KXEL Petition

FCC's TEMPORARY processing procedure for handling new TV station applications "will . . . make possible the affording of television service to the greatest number of people in the shortest period of time."

That is what the Commission declared Thursday in denying the petition of Josh Higgins Broadcasting Co. (KXEL-AM-FM Waterloo, Iowa) for amendment of the temporary processing procedure in order to place Waterloo in a more favorable position [B•T, May 5].

Smaller Cities Cut Out

KXEL maintained that by using city population as the basis of priority, applications for the larger cities with no service would get relatively prompt consideration, but smaller cities would have no chance of getting service "for months or even years, even though stations in these smaller cities may serve other substantial populations outside the city to which the channel is allocated."

FCC, however, noted big cities have rural areas which would get service as well.

The temporary processing procedure stems from the Commission's Sixth Report and Order lifting the TV freeze [B•T, April 14].

The city priority listing, compiled in accord with the temporary procedure, was issued by FCC about a month ago [B•T, May 26] and places Waterloo 61st in Group A-2. Waterloo's population was given as 65,198. It is 72 miles from the nearest TV station, FCC's listing states.

Applications for Group A-2 cities (more than 40 miles from existing stations) will be processed beginning July 1 in order of the city listing by population, according to the temporary procedure. Concurrently, applications for Group B cities (less than 40 miles from service) will be processed, starting with Group B-1.

In other allocation developments last week:

● Both WLWC (TV) and WBNS (TV) Columbus, Ohio, filed oppositions with FCC to the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report so as to assign Channel 4 at Braddock (greater Pittsburgh) [B•T, June 9]. WLOA suggests channel changes involving both Columbus stations.

● WIBA Madison, Wis., asked FCC to dismiss the petition of the State Radio Council of Wisconsin which seeks conversion of the noncommercial educational reservation there from one of three UHF channels to the only VHF channel [B•T, June 16].

● Mayor David Lawrence of Pittsburgh has written FCC: "I am gravely disturbed by what seems to us to be the unfortunate manner in which our city has been treated by the Commission in the assignment of commercial VHF channels." He asked reconsideration. The Sixth Report allocated two VHF and three UHF commercial channels there.

● Rep. L. Mendel Rivers (D-S.C.) on Friday, attacking the Sixth Report, told the House "if there is anything on earth which needs revision, it is the policy and the way of doing business" at FCC. He lauded the Sixth Report dissent and late speeches of Comr. Robert F. Jones.

Amend 15 Mile Rule

● WKDN Camden, N. J., petitioned FCC to amend the newly adopted Sec. 3.607 (b)—the "15 mile rule"—so it can seek a Philadelphia commercial channel at Camden. WKDN explained the rule now precludes such a request since Camden has a noncommercial channel allocated there.

● FCC advised consulting engineers J. G. Rountree and A. Earl Cullum Jr., Dallas, that while minimum station spacings are not provided in the rules by the Sixth Report with respect to Canada and Mexico, the U. S. minimums should be used since they may figure in

(Continued on page 72)

television applications

Digest of Those Filed With FCC June 13 through June 19

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	70	39	110

* One applicant did not specify channel number.

WITH 35 new and amended television station applications filed last week at the FCC, the total number of requests for new TV outlets filed since the FCC Sixth Report & Order [B•T, April 14] rose to 110.

There were 13 new applications filed and 22 amended requests submitted.

Fourteen applicants seek UHF stations, the remaining 21 applicants want VHF facilities.

There was only one request for a change in channel, filed by WCPO-TV Cincinnati [B•T, June 16]. One application was returned.

Three TV applications came from the Empire Coil Co., licensee of WXEL (TV) Cleveland. It seeks stations in St. Petersburg, Fla., Portland, Ore., and Denver. Westinghouse Radio Stations Inc. filed two applications; it asks for facilities in Pittsburgh and Portland, Ore.

* * *

LISTED BY STATES

†MONTGOMERY, Ala. — Montgomery Bcstg. Co. (WSFA), VHF ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,039 ft., above ground 823.5 ft. Estimated construction cost $480,000, first year operating cost $276,000, revenue $366,000. Post Office address: Box 1031, Montgomery 2, Ala. Studio location: Delano St. between South Court and South Perry. Transmitter location: On Mt. Carmel, 21 mi. South of Montgomery. Geographic cordinates: 32° 01′ 15.8″ N. Lat., 86° 20′ 54.4″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **Howard E. Pill** (25%), Vice President **R. F. Hudson Sr.** (25%), Treasurer **H. S. Durden** (33⅓%), Secretary **D. E. Dunn** (8⅓%) and **Sebie B. Smith** (8⅓%).

†DENVER, Col.—Aladdin Radio & TV Inc., (KLZ) Ch. 7 (174-180 mc), ERP 72.5 kw visual, 36.3 kw aural; antenna height above average terrain 928 ft., above ground 192.5 ft. Estimated construction cost $440,095, first year operating cost $700,690, revenue not estimated. Post office address: 17th and Lincoln Sts., Denver 2, Col. Studio location: Spear and Sherman Aves. Transmitter location: Lookout Mtn. Geographic coordinates: 39° 43′ 46″ N. Lat., 105° 14′ 12″ W. Long. Transmitter RCA, antenna RCA Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Principals include President **Harry E. Hoffman** (13.3%), Executive Vice President **Hugh B. Terry** (16%), Treasurer **Frank H. Ricketson Jr.** (13.5%), Vice President **J. Elroy McCaw** (20.3%), and Vice President **Theodore R. Gamble** (20.3%).

DENVER, Col.—Empire Coil Co., VHF Ch. 9 (186-192 mc); ERP 61 kw visual, 30.5 kw aural; antenna height above average terrain 1,042 ft., above ground 237 ft. Estimated construction cost $346,900, first year operating cost $400,000, revenue $450,000. Post Office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location, outside Denver city limits. Geographic coordinates: 39° 43′ 06″ N. Lat., 105° 14′ 34″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** (45.2%), Vice President **Frank-l'n Snyder,** Treasurer **Frances Mayer** (45.2%) and Secretary **Alma Schmidt.** Applicant is licensee of WXEL (TV) Cleveland.

LAKELAND, Fla.—WONN-TV Inc., UHF Ch. 16 (482-488 mc); ERP 84.3 kw visual, 42.1 kw aural; antenna height above average terrain 730 ft., above ground 653 ft. Estimated construction cost $153,800, first year operating cost $80,000, revenue $120,000. Post Office address: P. O. Box 2038, Lakeland, Fla. Studio and transmitter location: Lakeland Highlands Road at Seward Lake Drive, 3.5 mi. S. E. of Lakeland. Geographic coordinates: 27° 57′ 31″ N. Lat., 81° 55′ 31″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Principals include: President **Robert S. Taylor** (5.8%), president, general manager and 33⅓% owner of WONN Lakeland; Vice President **E. D. Covington Jr.** (5.8%), vice president, program director and 33⅓% owner of WONN; Secretary **Duane F. McConnell** (5.8%), secretary-treasurer, chief engineer and 33⅓% owner of WONN; Treasurer **Dr. Winburn A. Shearouse** (5.8%), dentist; **Dr. Morris B. Pickens** (5.8%), dentist; **Dr. J. Frank Hawkins** (5.8%), dentist; **Dr. Robert F. Vason** (5.8%), dentist; **Dr. Samuel J. Clark** (5.8%), physician; **Dr. Dodge D. Mentzer** (5.8%), physician; **Dr. Ralph B. Hanahan** (5.8%), radiologist; **Dr. F. Stuart Roux** (5.8%), dentist; **Dr. William P. Logan** (5.8%), physician; **Dr. Luther M. Beal** (5.8%), dentist; **Dr. James T. Shelden** (5.8%), radiologist; **Dr. John E. Daughtrey** (2.9%), physician; **Dr. S. L. Watson** (2.9%), physician; **Dr. John H. Miller** (5.8%), physician, and **Dr. Roger Prosser** (5.8%), dentist.

†MIAMI, Fla.—Miami Bcstg. Co. (WQAM-AM-FM), VHF Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 710 ft., above ground 744 ft. Estimated construction cost $1,246,682, first year operating cost $825,916, revenue $757,641. Post Office address: duPont Bldg., 169 E. Flager St., Miami, Fla. Studio location: 1425 Northeast Bayshore Place, Miami. Transmitter location: Near Miami on State Highway No. 9. Geographic coordinates: 25° 57′ 10″ N. Lat., 80° 10′ 51″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **John S. Knight** (who is authorized to vote stock of Miami Bcstg. Co., owned by Miami Herald Publishing Co., totaling 100%), Vice President **James L. Knight,** Secretary **C. Blake McDowell** and Assistant Secretary **Owen Uridge.**

†MIAMI BEACH, Fla.—WKAT Inc. (WKAT), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 25 kw aural; antenna height above average terrain 464.4 ft., above ground 500 ft. Estimated construction cost $428,082, first year operating cost $144,000, revenue $150,000. Post Office address: 1759 N. Bay Road, Miami Beach. Studio transmitter location: 1759 N. Bay Road. Geographic coordinates: 25° 47′ 34″ N. Lat., 80° 08′ 38″ W. Long. Transmitter RCA, antenna RCA. Studio equipment RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer James C. McNary, Washington. Sole stockholder is President **A. Frank Katzentine.**

ORLANDO, Fla. — WHOO Inc. (WHOO), Ch. 9 (186-192 mc), ERP 277 kw visual, 137.3 kw aural, antenna height above average terrain 484.5 ft., above ground 500 ft. Estimated construction cost $324,415, first year operating cost $270,677, revenue $305,000. Post office address: 545 N. Orange St., Orlando. Studio location: 545 N. Orange St. Transmitter location: 6 mi. N.W. of Orlando near Orlviesta, Fla. Geographic coordinates: 28° 34′ 50″ N. Lat., 81° 27′ 00″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is also licensee of WTOD and WTRT (FM) Toledo, WTVN (TV) Columbus, Ohio, and WIKK and WICU (TV) Erie, Pa. Principals include: President **Edward Lamb** (98.4%), president of *Erie Dispatch,* president of Ed Lamb Enterprises Inc. (amusement park, real estate and investments), and partner in law firm of Lamb & Mack, Toledo; Vice President **Frank C. Oswald** (0.8%), and Secretary **Carl F. Hallberg** (0.8%).

TAMPA-ST. PETERSBURG, Fla.—Empire Coil Co., UHF Ch. 38 (614-620 mc), ERP 263 kw visual, 135 kw aural; antenna height above average terrain 462 ft., above ground 491.5 ft. Estimated construction cost $391,700, first year operating cost $400,000, revenue $450,000. Post office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location: To be determined. Transmitter location: 10000 4th St. North Geographic coordinates: 27° 51′ 48″ N. Lat., 82° 38′ 17″ W. Long. Transmitter GE, antenna GE. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** (45.2%), president of Empire Coil Co. and WXEL (TV) Cleveland; Vice President **Franklin Snyder,** general manager of WXEL (TV); Treasurer **Frances Mayer** (45.2%), and Secretary **Alma Schmidt.** Herbert and Frances Mayer hold 9.6% of stock in trust for **Herbert Mayer Jr.**

ALBANY, Ga.—Southeastern Bcstg. System, VHF Ch. 10 (192-198 mc); ERP 54.8 kw visual, 27.4 kw aural; antenna height above average terrain 420 ft., above ground 438 ft. Estimated construction cost $107,200, first year operating cost $75,000, revenue $75,000. Studio and transmitter location: Slap-

(Continued on page 75)

ST. LOUIS BID

University, Businessmen Apply For Channel 11

ST. LOUIS U. and 10 St. Louis businessmen, with an authorized capital of $1 million as St. Louis Telecast Inc., are applying for VHF Channel 11 allocated to that city for commercial TV operation, the Very Rev. Paul C. Reinert, S.J., university president, announced Tuesday.

Father Reinert said the new company's application to the FCC for a construction permit will be filed by June 30, supplanting an earlier application filed by St. Louis U. Jan. 29, 1948. He said all necessary equipment for operation of a TV station has been ordered from RCA.

He said plans were to devote at least 24% of the station's time to educational and public service programming, but that St. Louis U. would continue, nevertheless, to work with other city educational agencies to put on the air a noncommercial educational TV station to occupy Channel 9, tentatively assigned St. Louis for educational purposes.

The university presently owns and operates WEW St. Louis, which he said in 1921 became the second station in the U. S. to go on the air.

Officers of St. Louis Telecast Inc. are: Father Reinert, president; George A. Volz, WEW general manager, vice president; Frederick A. Bertram, university director of business and finance, treasurer; Henry J. Lunnemann, university controller, secretary.

Stockholders, besides the university, are: Howard F. Baer, president, A. S. Aloe Co.; Donald Danforth, president, Ralston Purina Co.; Russell L. Dearmont, counsel for trustee of Missouri-Pacific Railroad Co.; Leo C. Fuller, board chairman, Stix, Baer & Fuller Co.; Gale F. Johnston, president, Mercantile Trust Co.; Bernard C. MacDonald, president, B. C. MacDonald & Co., manufacturers' representative; Richard C. Muckerman, executive vice president, City Products Corp.; James J. Mullen Jr., president, Moloney Electric Co.; Daniel M. Sheehan, vice president and controller, Monsanto Chemical Co.; Leif J. Sverdrup, president, Sverdrup & Parcel Inc., consulting engineers.

Directors are Father Reinert and Messrs. Dearmont, Johnston, Bertram and Volz.

The university owns the necessary tower for the station at 3673 West Pine Blvd. and location of the transmitter would be 3621 Olive St., according to Father Reinert.

Tall Tower Hazard Study

(Continued from page 63)

ed for high tower, high power
ations.

The ad hoc group earlier con-
dered the report of the subcom-
ittee on criteria for use by air-
ace subcommittees in making
eronautical studies of TV tower
plications [B•T, June 2]. The
eport, now being circulated, is con-
dered the basic document of the
d hoc group in that it recommends
e "status quo" in handling of
wer approval applications on a
se-to-case basis as now provided
Part 17 of FCC's rules and
gulations.

The alternative proposal has
en to adopt fixed "criteria" to
ide airspace subcommittees in
andling tower applications [B•T,
pril 7].

Concerning the fixed criteria
roposal, the report states "the
bcommittee doubts that general
tandards can be developed for use
special aeronautical studies
hich can be applied to tower ap-
lications in a purely mechanical
anner to determine whether or
ot a specific tower could or could
ot be approved from an air navi-
ation hazard viewpoint."

Elsewhere, the report notes the
bcommittee considered the pro-
osed criteria "and concluded these
riteria related solely to the estab-
shment of minimum en route alti-
des and therefore were not per-
inent for inclusion in Part 17 of
he FCC rules." Rather, they
hould be included in Part 610 of
he regulations of the Civil Aero-
autics Administrator governing
he establishment of minimum en
oute instrument altitudes, the re-
ort says.

Use Single Tower

Suggesting that airspace sub-
ommittees work with TV appli-
ants to put their antennas on a
ingle tower where practical, the
ubcommittee report indicates that
n order to assist in such encour-
gement, the airspace subcommit-
ees may recommend adjustments
n the use of the airspace, en route
ltitudes, or other traffic flow
hanges as may be required to per-
it the establishment and protec-
ion of high television tower sites.

The report, however, notes that
owers of 1,000 ft. and above extend
nto altitudes normally used by
mall aircraft "and regardless of
he day and night marking placed
n them, present some degree of
azard." The report urged that
encouragement should be given
selection of sites on tall build-
gs or located on well-defin d
andmarks."

The criteria subcommittee was
omposed of Chairman D. D.
homas, L. R. Wright and O. F.
homas, all CAA; R. G. Dinning,
TA; Capt. R. G. Armstrong,
avy, and A. B. McMullen, Na-
onal Assn. of State Aviation
fficials. Mr. Kennedy, represent-
ng the Assn. of Federal Communi-
ations Consulting Engineers, was
an observer but he was not asso-
ciated with the proposals.

The criteria subcommittee report states:

The subcommittee considered the suggested criteria for use by airspace subcommittees which have been under consideration by the main committee and concluded these criteria related solely to the establishment of minimum en route altitudes and therefore were not pertinent for inclusion in Part 17 of the FCC rules.

The intent of these criteria would be implemented more appropriately if they were included in Part 610 of the Regulations of the Administrator governing the establishment of minimum en route instrument altitudes.

Prior to publication they will be coordinated in the normal routine manner and the comments of the TV industry will be solicited. It was noted that neither Part 17 nor TSO-N18 includes criteria for the establishment of radio range, ILS, and VOR instrument approach procedures, nor do they relate to the establishment of minimum en route altitudes on the civil airways.

The subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appropriate part of the Regulations of the Administrator.

The subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied to tower applications in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint.

However, it is probable that guidance can be provided to the airspace subcommittees in working out television tower problems at specific locations.

This idea involves the over-all consideration of aviation and television requirements at any given community and a concerted joint effort to resolve any conflicts of interest that may exist. In general, airspace subcommittees would determine maximum heights of antenna structures in various areas surrounding a given community and would seek to minimize the hazard introduced by tall towers to the extent practicable in consideration of required coverage of the television stations.

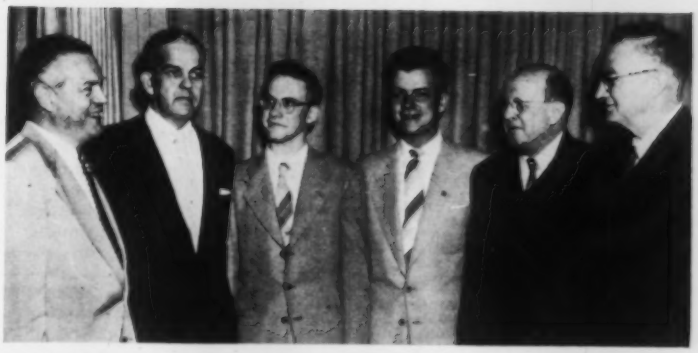
It is suggested that the following general guides be used, with the understanding that they in no way change or affect FCC Part 17, which requires special aeronautical study of antenna towers over 500 feet above the ground:

(1) All applications be handled in accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

(2) All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past.

(3) The airspace subcommittee make every effort to work with television applicants to recommend sites or areas within the community which will accommodate television towers 500 ft. and above in height. Whenever practical, the siting of towers in one, rather than several areas of a community should be encouraged by the airspace subcommittees. In order to assist in such encouragement, the airspace subcommittees may recommend adjustments in the use of the airspace, en route altitudes, or other traffic flow changes as may be required to permit the establishment and protection of high television tower sites. Towers of 1,000 ft. and above extend well into the altitudes normally used by small aircraft, and regardless of the day and night marking placed on them, present some degree of hazard. Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks.

(4) The FCC table of assignments of television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions.



TWO Voice of Democracy winners and FCC Chairman Paul A. Walker were honor guests at Washington luncheon June 13, with Allen M. Woodall, president of WDAK Columbus, Ga., as host [B•T, June 16]. Left to right: Harold E. Fellows, NARTB president; Mr. Woodall; Dwight Clark, Fort Collins, Col., 1951-52 winner; Robert Burnett, 1950-51 winner; Chairman Walker; Judge Justin Miller, NARTB board chairman.

Mr. Tipton's letter to the House Interstate & Foreign Commerce Committee sought to amend the Communications Act by amending S 658, the McFarland Bill, passed by the House last week (see story page 25). A full explanation of the procedure and policy of FCC respecting towers and the air navigation hazard problem is presented by Comr. Hyde in his reply, sent to Rep. Crosser.

Commissioner Hyde, as acting FCC chairman, wrote in part:

The Commission has carefully considered this proposal and wishes to submit the following comments to your committee.

Mr. Tipton has made his proposal in light of his stated belief that it is necessary to remove any doubt as to the Commission's authority to deny applications which involve radio or television towers which might constitute a hazard to air navigation. The Commission is of the belief that it already has full authority, under the existing provisions of the Communications Act, to deny any applications which may involve a hazard to air navigation. The question of hazards to air navigation is clearly one element of public interest which sections 307, 309, and 319 of the Communications Act direct the Commission to consider in granting applications for licenses and construction permits. Section 303 (q) of the Communications Act gives the Commission specific authority to require the painting and/or illumination of radio towers where they may constitute a menace to air navigation. That section does not purport to limit in any way the licensing power of the Commission and the Commission's duty in the exercise of that power to determine whether or not in individual cases the grant of an application would serve the public interest. The authority contained in section 303(q) certainly does not mean that the Commission is powerless to deny an application on the ground that the hazard of air navigation created by a proposed antenna is such that it would not be eliminated or sufficiently minimized by painting or illumination. Moreover, the Commission's authority in this field was specifically upheld in the case of *Simmons* v. *Federal Communications Commission* (79 App. D. C. 264, 145 F. 2d 578), where the Court of Appeals stated (79 App. D. C. at 286): "We think that public convenience, interest, and necessity clearly require the Commission to deny applications for construction which would menace air navigation."

Pursuant to its statutory powers and duties, the Commission has promulgated rules which prescribe certain procedures and standards with respect

(Continued on page 66)

MERCHANDISING

NBC TV Plan By Oct. 1

NEW NBC-TV merchandising service, to be available by Oct. 1, was announced Tuesday by Edward D. Madden, NBC vice president in charge of TV sales and operations. He also announced that later this year NBC will release a study made with Schwerin Research Corp. demonstrating through actual case histories ways in which TV advertisers have been able to improve their commercials.

Speaking at the American Marketing Assn. convention in Cincinnati (see separate story, page 26), Mr. Madden said that the new television merchandising service is being developed along the lines of the radio service started by NBC less than a year ago. This service "has proved its value by knitting the network, the individual affiliated stations, the national advertisers and the local retailers into a compact and powerful sales team," he reported.

The Schwerin study to be released by NBC-TV is the latest in a series of television research studies which have cost NBC about a quarter of a million dollars and have produced three reports—the Hofstra Study, Television Today and Summer Television Advertising, Mr. Madden said.

These studies, he explained, "provide precise measurements of the sales effectiveness of television advertising" by comparing, not TV homes with non-TV homes, nor TV areas with non-TV areas, but program viewers versus matched non-viewers.

The frequently used technique of comparing TV markets with non-TV markets is "predestined" to give the average advertiser an incorrect answer of the effectiveness of his TV advertising, Mr. Madden said, because "in the TV market his brand is bucking the competition of other television advertising for competing brands. In the non-TV market this competitive television advertising is not present."

XUM

Tall Tower Hazards

(Continued from page 65)

to the Commission's consideration of proposed antenna structures which are designed to serve as a guide to persons intending to apply for radio station licenses. These rules are contained in part 17 of the Commission's Rules and Regulations, a copy of which is enclosed, and were formulated in conjunction with the Civil Aeronautics Administration, the Department of Defense, other Government agencies and the radio industry after exhaustive consideration of all facets of the problems and in light of many years of experience in this field of the parties concerned. We would also like to point out that the Civil Aeronautics Administration and the Federal Communication Commission are now jointly considering the possibility that part 17 of the Commission's rules may have to be amended or amplified in light of the expected filing of a vast number of applications for new television stations as a result of the lifting of the Commission's television "freeze."

In accordance with part 17 of the Commission's rules, proposed antenna structures, which in light of the criteria set forth in the rules, require aeronautical study, are referred by the Commission to the Airspace Subcommittee of the Air Coordinating Committee for its recommendation as to whether a proposed tower will constitute a menace to air navigation. The Air Coordinating Committee was created in 1946 by Executive Order No. 9781 to provide for the development and coordination of aviation policies. The voting members of the Airspace Subcommittee are representatives of various Government agencies and representatives of the aviation industry sit on the subcommittee but not have a vote.

It is important to note that while the Airspace Subcommittee makes recommendations with respect to proposed antenna structures, the final determination as to whether an application must be denied because it proposed a tower which will be a menace to air navigation must necessarily be made by this Commission in accordance with its statutory duties. If the Airspace Subcommittee recommends denial of an application and no adjustment satisfactory to both the subcommittee and the applicant can be reached, the applicant must be afforded a hearing as specified by section 309 (a) of the Communications Act.

As explained above, the Commission believes that it now has adequate authority to deny applications which may involve hazards to air navigation and that the procedures established by part 17 of the Commission's rules are functioning satisfactorily, and therefore, we are of the opinion that no amendment to the Communications Act vesting the Commission with specific authority to deny such applications is necessary. The amendment suggested by the Air Transport Association provides for procedures which are similar to those now followed by the Commission in part 17 of its rules, but the Commission considers that it would be unwise to freeze these procedures unnecessarily by making them part of the Communications Act. Both the aviation and radio industries are now undergoing unprecedented growth and change which may require reevaluation and readjustment of the Commission's procedures for dealing with the problem of hazards to air navigation caused by antenna towers.

The Commission appreciates your action in affording us an opportunity to comment on this proposal and we shall be happy to furnish any additional comments or information that your committee may desire. The Bureau of the Budget has informed us that it has no objection to the submission of these comments to your committee.

Eidophor Showing

FIRST American demonstrations of the Eidophor system for projection of large screen theatre television with CBS color are being held at private showings this week in New York. Private showing for the press is being given by 20th Century-Fox Film Corp., owner of the American rights to the Eidophor system, developed at the Swiss Federal Institute of Technology in Zurich.

For the Tardy Tuner

AN ANSWER to the problem of tuning in a TV "movie" after it has started and never discovering how it began has been found by WJZ-TV New York. Beginning June 7, station launched *Complete Theater* starting at 8:30 p.m. and continuing until sign-off. Two consecutive showings of one full-length film will be offered each Saturday, one starting at 8:30 and the other at 10:30 p.m. According to station spokesmen, nine advertisers have already signed for spot announcements on the program, which is offered for sale on a participating sponsorship basis.

FILM CENTER

Asked by FPA of N. Y.

APPOINTMENT of a committee to explore prospects for a TV film production center in New York was made last week at a meeting of the Film Producers Assn. of New York with city governmental, business, and civic authorities.

David I. Pincus, Caravel Films president, was named to head a four-man FPA committee to work on the project, and a city committee is to be named by Mayor Vincent R. Impellitteri and City Commerce Commissioner Walter Shirley, spokesmen reported.

The movement for a city-built film center for New York's 300 film producing companies is motivated by fear most future film production may center in Hollywood, with an estimated $2 billion loss to New York in five years unless greater facilities are available. New York real estate and insurance representatives, along with Chamber of Commerce and other businessmen, are cooperating in the project, an FPA official said.

He reported a preliminary search for a site already has been launched.

Named by FPA to the committee with Mr. Pincus were: Ed Lamm, Pathescope Productions; Walter Lowendal, Transfilm Inc., and Pete Mooney, Audio Productions, who also is president of FPA.

Ken Murray Signed

KEN MURRAY, producer-star of CBS-TV's *Ken Murray Show*, has signed a new long-term exclusive contract with CBS Television Network, Hubbell Robinson Jr., vice president in charge of network programs, announced last week. Plans are now underway for the comedian's new series of programs for CBS-TV this fall, Mr. Robinson noted. *Ken Murray Show* went off the air June 14 for a summer hiatus.

MARCH OF TIME

To Do Miller Series

MILLER Brewing Co., Milwaukee, has commissioned the March of Time, New York, to film a series of 26 half-hour news-documentaries for sponsorship next fall. The March of Time will be converted from the popular theatre format to television for the first time.

Miller's agency, Mathisson and Assoc., Milwaukee, will begin buying time in some 50 markets early next month. The TV campaign will be implemented by a similar radio drive. Plans for radio are not definite, a company spokesman said, and no decision has been made about purchase of regional network and/or spot. Miller dropped its Mutual network sponsorship of Gabriel Heatter late in March, and this summer will use only occasional radio spots and TV shows.

Current news footage will be shot by the March of Time staff each week for the film series. Westbrook Van Voorhis will handle narration. Fred Feldkamp is supervisor and director.

March of Time staffs throughout the world will work on the Miller series. The brewing company previously sponsored *Crusade in Europe* on TV, filmed by the same concern.

BUILDING ORDER

More Aluminum for Radio-TV

NEW government directive permitting radio-TV broadcasters and other industrial-classified groups to self-authorize greater quantities of aluminum for construction and remodeling projects was issued last Wednesday.

Broadcasters now may write their own ticket for 2,000 pounds of aluminum per quarter per project instead of the previous 1,000 pounds. Carbon and alloy steel quotas (25 tons) and copper and copper-base alloys (2,000 pounds) remain the same. Aluminum may be substituted for copper in certain instances.

In announcing the revised order, Henry H. Fowler, National Production Authority administrator, said increased shares were made possible by availability of copper imports and failure of demands for aluminum to materalize.

Radio-TV broadcasters have continued to receive authorizations in late months for materials above self-ordered ceilings on larger building projects. One such approval was for 15 construction programs totaling over $12 million for the third quarter [B•T, June 16].

WHK Legal Counsel

WHK-AM-TV Cleveland, Ohio, which has filed application with FCC for UHF Channel 19 [B•T, June 9], retains Loucks, Zias, Young & Jansky as its Washington legal counsel. Resumé of the WHK-TV application incorrectly listed its Washington counsel as Hanson, Lovett & Dale.

SAG TERMS

ATFP Would Agree on P

FACED with a Screen Actors G walkout tomorrow (June 24), m bers of the Alliance of Televis Film Producers in an eleventh-h move last weekend indicated th would agree to SAG terms on r use payment for actors in vi films. Issue has been holding signing of a new collective bargai ing contract by both groups.

With four member companies the Association of Motion Pict Producers—Columbia, RKO Ra Universal International and Repu lic—having started negotiating interim deal with SAG for re-u payment to actors in films f television, ATFP members fe that to avert a strike they ha no choice and must follow patte set by these major studios.

Residual Rights Issue

In negotiations for some month on a new collective bargaining co tract, SAG and ATFP talks ha been stymied over the residu rights issue. TV producers hav stiffly resisted SAG demands fo such additional payment. Both groups, however, are in accord o all other issues of the new contract.

The guild, in conformity wit the Taft-Hartley Act, last April served a 60-day notice that it would "assert its legal rights" and cance existing arrangements with ATFP members unless an agreement o all issues of the new contract was reached by June 24, thus stressing the importance placed on the ques tion of residuals.

Since there is no actual existing contract between the groups, it was explained that SAG's executive board can legally instruct members not to work. However, the customary guild policy is for the board to take a strike vote and then send out a referendum to its membership.

TV 'SUPER CIRCUS'

Available on Co-op From ABC

ABC's successful television feature *Super Circus*, is being sold for the first time on a cooperative basis to stimulate sales during summer months. Canada Dry ginger ale, a regular winter sponsor, through J. M. Mathes agency, New York, re tains alternate weeks of the first half hour of the Sunday, 4-5 p.m. Chicago-originated show.

The first portion is offered for co-op sponsorship in various mar kets every other week until Sept. 14 and the second portion weekly until Aug. 31. The first half-hour has been telecast live on 22 stations with a total lineup of 38; the sec ond-half, live on 30 with a total of 48. Dean Milk Co., Chicago, for Scoop ice cream, will sponsor the second segment through Leo Burnett agency, same city, until Mar Inc., Chicago candy concern, re sumes sponsorship Sept. 14.

TO FOLLOW THE SUN with a message . . . hit every time zone—same day, same hour—straight across the country—to do all this efficiently, economically—USE FILM . . .

Complete information concerning film selection and processing available . . . also details concerning special Eastman technical services, equipment, and materials.
Address: Motion Picture Film Department, *Eastman Kodak Company,* Rochester 4, N. Y.
East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.

telestatus

Trendex, Nielsen Report TelePulse Expanding

(Report 221)

TOP TEN network TV programs, according to Trendex Inc. ratings for week of June 1-7, were released last week as follows, based on the one live broadcast during that week:

1. I Love Lucy (CBS)	49.6
2. Talent Scouts (CBS)	38.1
3. Godfrey's Friends (CBS)	32.1
4. Red Skelton (NBC)	31.8
5. What's My Line (CBS)	31.0
6. Gangbusters (NBC)	29.7
7. Star Theatre (NBC)	28.0
8. Big Town (CBS)	27.8
9. The Web (CBS)	27.7
10. Strike It Rich (CBS)	27.1
SPECIAL SPORTING EVENT:	
Walcott-Charles Boxing (NBC-TV)	58.6

* * *

TelePulse Expanding To 26 Markets

THE PULSE Inc., New York, announced last week that beginning with multi-market TelePulse for June, the number of markets included will be increased to 26, covering more than nine million TV families. New markets are Milwaukee, Pittsburgh, Richmond, San Antonio, Toledo and Syracuse.

Three additional markets—Providence, San Diego and Rochester—will be included in monthly reports beginning in September when the surveys resume after a summer hiatus.

Network TV programs seen in four or more markets will be included in the reports, with individual market ratings computed according to the number of TV families in the area.

* * *

'Boys Life' Surveys Set Ownership

HALF the families of a group of boys, 10 to 17, representing more than 2 million boys, own TV sets, according to a survey by *Boys' Life*, official magazine of the Boy Scouts of America.

The study indicated 80% of families own record players and nearly all own radios, 53% owning three or more. Most popular TV sets and phonographs were RCA Victor, while Philco radios ranked first, *Boys' Life* reported.

Asked about record-purchasing, most of the boys said they first heard their favorite records on the radio. Others listed TV, juke boxes, record shops, movies and individual programs such as the Arthur Godfrey show.

Quizzed on record speed preferences, the boys indicated 70% of families own 78 RPM phonographs, 19% had 45 RPM machines and 7% owned 33⅓ RPM players. Three-speed players were owned by 26% of the families.

The boys chose the *Red Skelton Show* as their favorite radio and TV program. Next TV choices were *Colgate Comedy Hour* and *I Love Lucy*. Next radio favorites were *Dragnet* and *Lone Ranger*.

Viewers Love 'Lucy,' Nielsen Report Shows

VIEWERS throughout the nation apparently still love the CBS-TV Monday night show, *I Love Lucy*, sponsored by Philip Morris. The top-ranking show stars the husband-and-wife team of Lucille Ball and Desi Arnaz. Other shows which rated Nielsen's top 10 for the two weeks ending May 24, are:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,0
2	Red Skelton (NBC)	7,0
3	Texaco Star Theatre (NBC)	7,0
4	Pabst Blue Ribbon Bouts (CBS)	7,0
5	Philco TV Playhouse (NBC)	7,0
6	Fireside Theatre (NBC)	6,8
7	Arthur Godfrey & Friends (Liggett & Myers Tob.) (CBS)	6,6
8	You Bet Your Life (NBC)	6,6
9	Your Show of Shows (R. J. Reynolds Tob.) (NBC)	6,5
10	Robt. Montgomery Presents (American Tob. Co.) (NBC)	6,1

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	61
2	Arthur Godfrey's Scouts (CBS)	52
3	Pabst Blue Ribbon Bouts (CBS)	46
4	Red Skelton (NBC)	44
5	Texaco Star Theatre (NBC)	43
6	Arthur Godfrey & Friends (Liggett & Myers Tob.) (CBS)	41
7	Your Show of Shows (Participating) (NBC)	41
8	Philco TV Playhouse (NBC)	41
9	Your Show of Shows (R. J. Reynolds Tob.) (NBC)	41
10	Fireside Theatre (NBC)	40

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Weekly Television Summary—JUNE 23, 1952—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	904,185
Buffalo	WBEN-TV	271,057
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	351,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport	WOC-TV	110,700
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	174,1
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	21,5
Memphis	WMCT	132,2
Miami	WTVJ	119,5
Milwaukee	WTMJ-TV	334,4
Minn.-St. Paul	KSTP-TV, WTCN-TV	222,9
Nashville	WSM-TV	71,3
New Haven	WNHC-TV	284,0
New Orleans	WDSU-TV	97,9
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,029,4
Norfolk	WTAR-TV	119,1
Oklahoma City	WKY-TV	129,4
Omaha	KMTV, WOW-TV	136,1
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,095,2
Phoenix	KPHO-TV	59,3
Pittsburgh	WDTV	448,8
Providence	WJAR-TV	218,5
Richmond	WTVR	127,8
Rochester	WHAM-TV	149,8
Rock Island	WHFB-TV	110,7
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	77,1
San Antonio	KEYL, WOAI-TV	82,1
San Diego	KFMB-TV	137,7
San Francisco	KGO-TV, KPIX, KRON-TV	395,8
Schenectady-Albany-Troy	WRGB	212,6
Seattle	KING-TV	148,5
St. Louis	KSD-TV	402,8
Syracuse	WHEN, WSYR-TV	180,8
Toledo	WSPD-TV	186,8
Tulsa	KOTV	119,8
Utica-Rome	WKTV	71,5
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	369,5
Wilmington	WDEL-TV	106,2

Total Markets on Air 64* Stations on Air 109* Estimated Sets in Use 17,537,3

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

he turns the ladies' heads

Carolina ladies by the thousands turn to their TV screens at 3 (M-W-F) when cavalier Kurt Webster animates their afternoon with his half-hour "Kaleidoscope." Appearances by authoritative guests from the worlds of fashion, gardening and entertainment are aptly integrated with Snader telescriptions to produce a gay and intimate setting for your advertising message. Let us show you how "Kaleidoscope" creates new Carolina buying patterns.

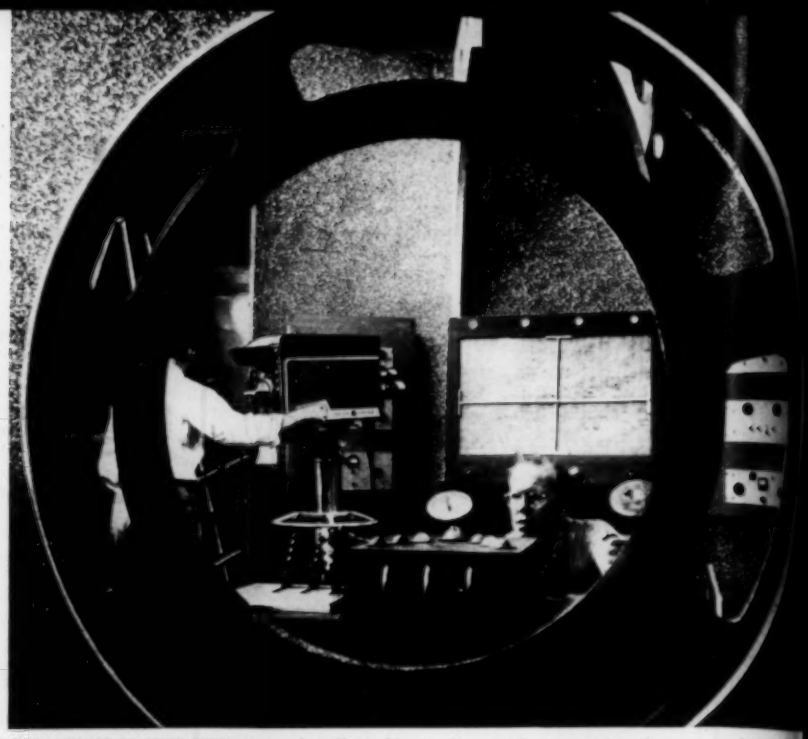
WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

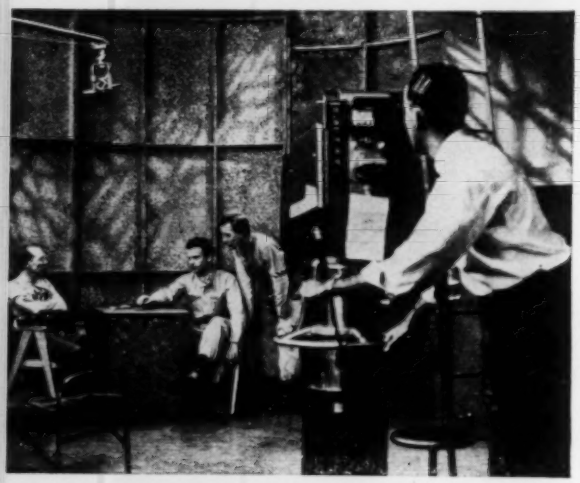
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

ABC VICE-PRESIDENT Frank Marx says: "These new G-E studio camera channels are being used on one of the most difficult shows we produce. They have been in daily operation for 5 months and have given satisfactory service."



QUICK CHANGE OF IMAGE ORTHICON can be effected in 2 minutes. Only one thumb screw and turret to remove. Silent blower system cools I. O. tube uniformly, lengthening tube life.



DOLLYING-IN FOR CLOSE-UPS is no major operation with new camera, which fits any standard TV tripod or dolly. Low center of gravity permits camera head to remain steady while in motion. Channel components easily accessible.

FLUSH VIEWFINDER WINDOW and adjustable, removable visor provide full picture viewing from any angle. All essential control knobs are recessed—easy to adjust, yet protected against accidental misalignment. Note cue sheet below lens handle.

NEW G-E TELEVISION CAMERAS HANDLE TOUGH JOBS AT ABC

Network finds intricate shows like "SPACE CADET" no problem for new fast-focus, multi-lens G-E units

● Lightweight, quiet, and a vast improvement over conventional studio equipment, General Electric's latest TV camera channel is setting new standards of technical efficiency for ABC. Only 3 hours after these cameras were turned over to ABC operations, they were on the air handling tough commercial shows like "SPACE CADET"—at a remarkable saving in installation, maintenance and operating expense.

More than 30 specific improvements over previous models and those now installed are incorporated in the new units. Engineers at Electronics Park, General Electric's television headquarters near Syracuse, New York, spent 2 years perfecting the equipment now in quantity production.

TV broadcasters who want all-purpose reliability in studio camera channels will find it here—*and these units are completely interchangeable with most existing standard makes.*

The G-E Broadcast specialist at our office near you has more data on the complete G-E line of transmitters, antenna and studio equipment. Call him for full information, or write: *General Electric Company, Electronics Park, Syracuse, New York.*

QUICK, POSITIVE FOCUS. Shooting through skyport of space ship "Polaris", cameraman can 'line up' using outside crank or inside coupling knob. Viewfinder tube is aluminized for bright, sharp pictures. Magnification up to 25 times.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

HIGH-SPEED COATED LENSES, made for G.E. by Bausch & Lomb, are provided with each camera. More than 15 different lens types can be fitted to the turret, will snap into operating positions without jiggle or wobble.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego...
the
AIR CAPITAL
OF THE WEST!

Despite the climbing schedule of production, the backlog of unfilled contracts for new planes, as of Dec., 1951, was sufficient to insure peak operations through 1953.

Wise Buyers Buy-
KFMB
For More Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

FCC On City Priority

(Continued from page 63)

international agreements in the future.

● Executive Committee of the Federal Communications Bar Assn., meeting last Monday, turned down a proposal to petition for reconsideration of the Sixth Report. Reasons: Petition would only reaffirm FCBA majority view of a year ago that a fixed allocation plan is illegal and the association is not in a position to carry its case to court.

The KXEL petition, first of two directed to the Commission's temporary processing procedure, specifically asked amendment of footnote 10 of Sec. 1.371 of the rules. Footnote 10 sets forth the temporary procedure.

The other protest respecting the procedure was filed a fortnight ago by Westinghouse Radio Stations Inc., which submitted an alternative plan in part [B•T, June 9]. FCC has not acted on the Westinghouse petition.

Applicant for Channel 7 at Waterloo, KXEL told the FCC it "is in general agreement with the policies adopted by the Commission regarding the consideration of applications for new or changed television facilities [but] feels that the population of the city to which a channel is allocated should not be the sole factor in determining the precedence which should be given to applications."

KXEL Quotes Census

KXEL pointed out that the census figures shows 43.5% of the population lives in rural areas and that less than 29% lives in cities with population over 100,000. There are about 100 cities with populations over 100,000, KXEL noted, 100 cities with populations between 50,000 and 100,000 and about 200 cities between 25,000 and 50,000.

Because of the Commission's limited staff and available funds, KXEL said, there will be "substantial delay" in application processing. This, plus the factor of big cities coming first in processing, will put off service to smaller cities with large rural areas to serve, KXEL contended.

Long delay in the granting of service to rural areas "is tantamount to a temporary denial," KXEL argued, hence, consideration of applications solely upon the population of the principal city to be served "unfairly discriminates against rural areas and smaller cities."

In denying the KXEL petition, FCC observed the station "advances no specific amendment for adoption. Moreover, petitioner contends erroneously that the only consideration the Commission has established for priority in the processing of television applications is population of cities."

FCC's explanation continued:

In fact, the Commission has established a detailed breakdown of cities into numerous groups and subgroups in light of several factors without regard to population, factors such as service received from existing stations, whether only UHF channels are assigned to a community, whether any stations are presently operating in the community, etc. In formulating these categories, population was not considered by the Commission. Within each subgroup, it is correct, the Commission has established as a controlling factor population of cities.

We are of the view, however, that this is the most fair and equitable means for the processing of applications within each such category. We believe that the processing procedure we have established will, within each group as categorized, make possible the affording of television service to the greatest number of people in the shortest period of time.

Furthermore, it is not true that the priority afforded to the largest cities within each subgroup will mean that rural areas will be deprived of service. Extensive rural and sparsely settled areas surround the larger cities and, consequently, such areas would receive service from stations located in these larger cities. Petitioner supplies no adequate basis for changing the temporary processing procedure as presently set out in footnote 10, Sec. 1.371 of the rules.

Both WLWC and WBNS-TV contend that the WLOA petition seeking addition of Channel 4 at Braddock should be denied on grounds that full opportunity for comments and participation were afforded by the Commission and should not now be repeated.

WLOA contends Channel 4 can be allocated to Braddock since the failure to meet the 170-mile minimum spacing rule is so negligible. Braddock's post office is 169.39 miles from the transmitter of WLWC. The latter station is to change from Channel 3 to Channel 4 under terms of the Sixth Report.

As an alternative, WLOA suggests WLWC switch to Channel 10 and WBNS-TV change from Channel 10 to Channel 4. WBNS-TV is 170 miles from Braddock, WLOA notes.

Both Columbus stations, however, charge this alternative cannot be considered by the Commission after the final order since it is a new proposal. Full opportunity was given during the proceeding to consider all proposals, they argue, and to consider new proposals now makes the Sixth Report only tentative, not final.

Charges Untimeliness

Similar charge of untimeliness was made by WIBA respecting the "counter proposal" of the State Radio Council to switch the educational reservation at Madison to the sole VHF channel. The council, which operates the state's educational FM network, is seeking to establish a similar TV network.

Pittsburgh Mayor David Lawrence, concerning failure of FCC to allocate more VHF channels there, concluded in his letter, "I hope that I will be able to retain the conviction that this unfair treatment was the result of inadvertence which the Commission will be prompt to correct and it is in that hope that I am writing asking you to reconsider the matter of assigning commercial VHF channels to Pittsburgh."

The Mayor noted "the consensus of engineering opinion is that because of the unusual character of the terrain in Pittsburgh and the surrounding area a UHF station will not provide a comparable competitive service to a VHF station. To all intents and purposes, therefore, the Commission assigns to Pittsburgh only two commercial television stations."

WDTV (TV), a DuMont-owned station, is the only TV outlet serving Pittsburgh. It is assigned Channel 3 but under the Sixth Report will change to Channel 1. Other VHF channels allocated there are Channels 11 and 13. Latter is reserved. Three UHF channels are assigned.

Mayor Lawrence's letter continued:

Pittsburgh is the eighth largest metropolitan market area in the United States. The seven markets which are larger were assigned by the Commission an average of over four commercial VHF stations apiece, the assignments ranging from seven in some cases to three in others. Despite the fact that the Commission states in its Sixth Report and Order that population is the most important factor in assigning channels, 27 markets smaller (some much smaller) than Pittsburgh are assigned three or four commercial VHF channels. No market of comparable size in the United States is given as few as two commercial VHF channels. The Commission in its Sixth Report

ABC-UPT INQUIRY

Dr. Rosenthal Testifies

THE PARAMOUNT hearing before the FCC, which involves a number of issues including the proposed merger of United Paramount Theatres with ABC, entered its sixth month last week with two days of testimony from Dr. A. H. Rosenthal, an inventor.

Dr. Rosenthal, called the inventor of the dark trace (Skiatron) TV tube, underwent lengthy examination by FCC Counsel Max Paglin and FCC Hearing Examiner Leo Resnick.

He discussed in highly technical language the dark trace tube and its possible military and domestic applications.

Dr. Rosenthal was employed by Scophony Corp. of America, of which Paramount Pictures Inc. and General Precision Equipment Corp. owned 25% each.

Development Suppressed

Earlier in the hearing, Arthur Levy, Scophony president, testified Paramount had tried to suppress the development of SCA. Paul Raibourn, now Paramount Pictures vice president in charge of television, testified the SCA patents were of no military value and while World War II was on he felt Paramount need not encourage the development of the SCA inventions.

Dr. Rosenthal is no longer with SCA. He joined Freed Radio Corp. in 1948.

Meanwhile, FCC Comr. Frieda B. Hennock granted FCC Broadcast Bureau Chief Curtis Plummer an extension of time from June 16 to June 23 to file a reply to the joint petition of ABC and UPT for removal of the merger issue from the hearing [B•T, June 16, 9]. ABC and UPT, which were supported by CBS but opposed by DuMont, indicated it is important that action be taken on the merger by August, in view of ABC's financial status.

nd Order (paragraph 363) explicitly recognized the fact that Pittsburgh was entitled to more commercial VHF channels. Notwithstanding this explicit recognition, it refused to put Channel 4 in Pittsburgh in preference to Steubenville. (The Wheeling/Steubenville area is given two commercial VHF channels—the same number as Pittsburgh—although it is only one-seventh the size of Pittsburgh in population. Despite the fact that the smaller area involved in Wheeling/Steubenville would much more adequately be served with UHF than the Pittsburgh area, the Commission decided to permit the use of VHF in Wheeling/Steubenville and assigned UHF to Pittsburgh rather than Channel 9.)

A comparison of the Commission assignments of VHF channels to the State of Pennsylvania and to the State of West Virginia shows that West Virginia received nine VHF channel assignments and Pennsylvania seven, notwithstanding that the population of Pennsylvania is 10,500,000 and the population of West Virginia is 2,000,000. Ohio, with only 7,000,000 population, has received thirteen commercial VHF assignments, exclusive of the two channels allocated to Wheeling/Steubenville. The Ohio allocation is thus practically double that of Pennsylvania.

VHF Channel 4 could also be used for commercial service in Pittsburgh without violating in any manner the Commission's minimum separation of 170 miles between stations. The Commission's contention that the distance must be measured from a Channel 4 station in Columbus, Ohio, to an arbitrary point (Smithfield Street and Fourth Avenue) in the City of Pittsburgh at which no station would ever conceivably be built rather than to an actual site on which a Pittsburgh Channel 4 station could be constructed, led it to the erroneous conclusion that the separation between a Channel 4 station in Pittsburgh would be less than 170 miles from an existing Channel 4 station in Columbus. (Incidentally, Columbus, which has a metropolitan area of 500,000—less than one-fourth the size of Pittsburgh—is assigned three VHF channels.) This unrealistic adherence to technicalities is in marked contrast to the Commission's own action in other cities—for example, Milwaukee—in requiring a station to change from Channel 3 to Channel 4, notwithstanding that the change would require Channel 4 operation in Milwaukee at only 165 miles from another Channel 4 station.

It is apparent from the above that Pittsburgh could have been assigned four commercial VHF channels instead of two, had the Commission considered Pittsburgh important enough to permit it to disregard its fictitious method of measuring station separations (which would have made Channel 4 available) and if it had considered—as it claims it did—population to be the important criterion in comparing Pittsburgh with Wheeling/Steubenville (which would have required the assignment of Channel 9 to Pittsburgh rather than to Wheeling/Steubenville).

No amount of argument can get around the basic fact that Pittsburgh has fewer commercial VHF stations than any comparable market in the United States and that it could be provided with four commercial VHF channels,—which is less than the average of the seven markets larger than Pittsburgh and is no more than many smaller markets were assigned—if the Commission had considered Pittsburgh in the same light that it viewed other less important cities. This could be accomplished simply by providing for the use of Channels 4 and 9 in Pittsburgh and would not affect the present assignment of a VHF channel for educational use in Pittsburgh in any manner.

Almost by way of adding insult to the injury Pittsburgh will sustain if it is limited by two VHF commercial television channels, the Commission, in listing the city-by-city priorities for processing of applications for new television stations, has ranked Pittsburgh 23rd from the bottom of the list of all of the some 1,276 cities in the United States and its possessions. I do not think that anyone can avoid the conclusion that the City of Pittsburgh, both substantively and procedurally, has been badly treated by the Commission in its Sixth Report and Order.

WKDN, in seeking amendment of Sec. 3.607(b), notes that under the Third Report of FCC, issued in March 1951, "an applicant for Camden could have filed for a channel allocated to Philadelphia" and this would be in accord with Sec. 307(b) of the Communications Act which prescribes fair distribution of radio facilities among the states and communities.

"However, as a result of a request by the Commissioner of Education of the State of New Jersey," the WKDN petition explains, "the Commission in its Sixth Report assigned a noncommercial educational channel to Camden (UHF Channel 80).

But, WKDN points out, since the Sixth Report assigns UHF Channel 80 there on a reserved basis for noncommercial, educational use, the present wording of Sec. 3.607 (b) prevents a Camden station from seeking a Philadelphia channel.

"It is believed that this untoward result is entirely inadvertent. If not, it is arbitrary, contrary to the public interest and in contravention of Sec. 307(b) of the Communications Act," WKDN contends.

WKDN asks FCC to amend the rule by adding to Sec. 3.607(b) this final sentence: "For the purpose of this section a community shall be deemed 'unlisted' if no commercial television channel has been allocated thereto."

Concerning the inquiries of consulting engineers Rountree and Cullum as to the mileage separations to be observed between U.S. stations and assignments or stations in Canada, Mexico and Cuba, FCC wrote the following:

As you are aware, the Sixth Report . . . and the rules adopted therein discussed television agreements entered into between Mexico and the United States and Canada and the United States only. No agreement has been entered into between Cuba and the United States with respect to television assignments and except for special cases which may possibly arise mileage separations need not be considered between United States television stations and Cuban television stations and assignments.

With reference to separations that should be maintained between United States stations and Mexican or Canadian stations or assignments, it should be observed that no minimum separations have been specified in our rules and standards. However, as indicated in the Sixth Report and Order mileage separations above the minimum specified in the Commission's Rules have been observed in connection with separations between stations across the

(Continued on page 74)

KPIX NEW ANTENNA

Operation Begins July 1

NEW type antenna, part of a modernization program begun last January, will be pressed into action July 1 by KPIX (TV) San Francisco which hopes it will solve certain transmission and reception difficulties.

A low gain, wide beam General Electric antenna will operate from a new transmitter site on the summit of Mt. Sutro. It will share the same tower now used by KGO-TV that city under a leasehold arrangement. Cost of development is estimated at $100,000. By using the new antenna, the station expects to extend its service area by more than 1,680 square miles to 5,236 square miles. Al Town, KPIX engineering director, supervised the construction.

INTERESTED IN FIGURES?

Here's what we mean when we say, you don't buy just Bloomington when you buy

WTTV

WTTV coverage area takes in 36 counties (32 in Indiana and 4 in Illinois) with a population of 1½ million within a 60-mile radius.

WTTV coverage area in Indiana accounts for:

34.3% *of the total population in the state*
34.4% *of the total families*
35.1 % *of the total retail sales*
34.1 % *of the total retail food sales*
34.7% *of the total retail home furnishings*
37.8% *of the total retail auto sales*
40.4% *of the total retail drug sales*

Plus a big 4-county bonus in Illinois

WTTV maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers and listeners.

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.

STATION WTTV Affiliated with NBC • CBS • ABC • DUMONT

Owned and operated by Sarkes Tarzian, Bloomington, Indiana

FCC on City Priority

(Continued from page 73)

borders. Accordingly, in locating transmitters for United States television stations, station separations shall be maintained as close as possible to the assignment separations which have been established.

In this connection your attention is invited to Section 3.608 of newly adopted television rules which provides that authorizations issued by the Commission for television broadcast facilities are subject to the provisions of agreements entered into by the United States with Canada and Mexico and that these foreign countries may make timely objection to any authorizations issued.

With respect to the method of measurement of distances from Monterrey, Nuevo Leon, Mexico, or any other foreign city it is expected that measurements will be obtained with reasonable accuracy from appropriate maps. In the event there are existing transmitters in the foreign cities the distances may, of course, be calculated from these transmitters.

Rep. Rivers' statement to the House charged that FCC's television plan "not only keeps one great segment of our country in a twilight era but results in a calculated blackout for countless hundreds and thousands of people hoping to buy television sets and utilize them with pleasure as other sections of the nation are now enjoying." He noted hearings on competitive applications will delay service two years.

Bringing Comr. Jones' dissent to the Sixth Report and his Pittsburgh and Columbus speeches particularly to the attention of conferees on the McFarland bill (see story page 25), Rep. Rivers said the nation "is entitled to know the facts behind the delay in bringing to the American people adequate television. As soon as it is completely understood by the Congress, I am confident we will be better able to handle this magnificent avenue of entertainment, information, education and indispensable means of communication."

First strong defense of the Sixth Report, answering the attacks by Comr. Jones and others, was made by Comr. George E. Sterling June 13 before the Maryland-D. C. Radio and TV Broadcasters Assn. He contended the report fulfills Congress' mandate that service be provided all the people and not just part of them [B•T, June 16].

Sterling Answers Critics

Comr. Sterling countered that "all too frequently those who criticize" the table of channel assignments "have made the public interest synonymous with the interest of the public residing in the large metropolitan areas."

He pointed out a table of assignments reserves for the smaller communities channels "which are available for use by these communities when they are ready to enter television." Citing the high cost of TV, Comr. Sterling said "most smaller cities and rural areas are not in a position to support local television service at this time. But it is clear that every community, insofar as it is possible, should have an opportunity to receive television service from a local station."

Citing conservation of the spectrum and reservation of educational channels as additional reasons for adopting a table of assignments, Comr. Sterling explained a block of frequencies for educators and small towns would not be practical since this could have been done "only . . . at the expense of unnecessarily reducing the total number of channels available to meet other television needs, especially the needs of the larger cities."

Concerning the Commission reasoning respecting technical standards for station spacings, antenna heights and powers, Comr. Sterling stated:

Here again, the Commission was required to consider the effect of its standards upon the television service which would be available to the smaller communities and the rural areas of the nation. For merely making a reservation of channels for use by these smaller communities is not enough to insure that these communities will receive adequate service. If the Commission by reason of the reservation of channels for the smaller cities had been led to believe that this was a guarantee of adequate service to these communities, it would, indeed, have made the error of confusing circles on a map for real service. As I have pointed out, the basis for the reservation was that the smaller cities and rural areas could not generally support local television service at this time or in the immediate future. But even if the smaller cities were ready at this time to establish television, could we expect cities and communities with a population of 30,000 or less to support two or maybe more than two television stations?

It is one of the inescapable facts of our economy that people residing in fringe areas away from the large cities and people residing in rural areas are forced, in the first instance, to rely on television service at all. Under these circumstances, the Commission was required in establishing mileage separations and maximum antenna heights and powers to insure that adequate service from the large city stations would get to that family on the farm.

How do standards with respect to mileage separations between stations and maximum antenna heights and powers insure service to the outlying areas? The answer is that making it possible for each station to have the widest coverage possible consistent with an efficient utilization of the spectrum extends the television signal out to the farm. When the stations in the larger cities are placed far enough apart, the signals in the fringe areas render service and do not blot each other out with objectionable interference. The Commission in establishing the Table and the engineering standards had to make sure the separations were adequate; and in this connection, I want to point out that the signal that comes to the farm must be of good quality, if not the best quality picture.

The family that lives on the farm is entitled to more than a picture with a lot of snow and venetian blinds. It may be unfortunate that the outlying and fringe areas cannot receive the very high quality picture which most of the viewers in the large cities may receive. But nothing is more important to insure that the outlying areas receive a high quality picture, than the minimization of interference by the establishment of wide mileage separations between stations.

Similarly, greater antenna heights and higher radiated powers are needed so that the stations may make effective use of the potential service that can be rendered by virtue of wide separations. The maximum antenna heights and maximum effective radiated powers the Commission has established are both designed to permit each station to serve the widest possible area consistent with efficient utilization of the spectrum so that the people in the outlying areas will get a good quality picture. And may I point out here that these high antenna heights and high effective radiated powers also improve the quality of the picture inside the large city. They make possible the use of antennas in apartment houses and help overcome the man-made obstructions which make it so difficult for many city television owners to secure a good picture. . . .

I find it amusing and interesting that the very same critics who attack the Commission for not making more assignments in the smaller cities also criticize the Commission for maintaining wider separations and permitting higher antenna heights and powers. In fact, the particular effect of wider separations between stations and higher antenna heights and powers is the assurance of service to the smaller cities and to the rural areas. I also find it puzzling that some of the critics who claim we have not made adequate provision for the interests of smaller cities, also argue—just as vehemently and in the very same breath—that we should have no Table of Assignments at all. . . . I fail to see how, in the absence of a Table, it would be possible to prevent big cities from gobbling up a disproportionate share of the scarce channels at the expense of the smaller cities. No panacea has been called to my attention which would limit the number of assignments for larger cities if assignments were to be made on a demand basis alone.

It is not true, as some have implied, that we have placed on smaller cities the onerous burden of maintaining television installations similar to those which must be maintained in the giant cities. . . . In fact any city with a population of less than 50,000, may, under the Rules, operate with a minimum of 1 kw radiated power with a 300 foot antenna so long as they lay an adequate signal over the principal community to be served.

The loudest criticism directed against our decision is that we have maintained separations in the VHF that are too wide. But why should we have reduced these separations? The ready answer of the critics is that we can get more assignments that way. As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be employing separations below those necessary to insure interference-free service. We would be right back in the ice age, flirting with another "Freeze." The memory of some men is, indeed, short. . . .

Now a word about the UHF. I must say that on the whole the criticism of the UHF portion of our plan is not as vociferous as the VHF portion. This in my mind is only an indication that most of our critics are only interested in obtaining more VHF channels for larger cities. . . .

I should like to point out here that while the so-called disparity between UHF and VHF coverage may presently be of some substance, it will, I believe, in the long run be minimized. In fact, the service areas of the UHF and VHF stations in the same cities will under very many instances be almost the same size.

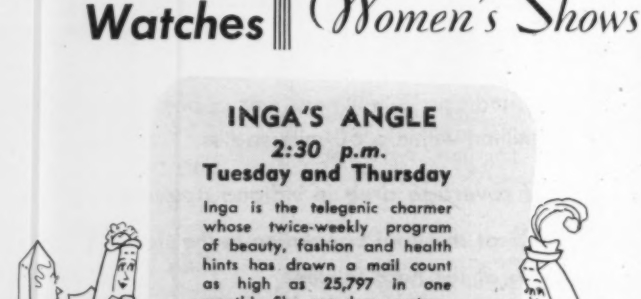
One thing is certain—that UHF will in general provide a TV service free from the effects of several forms of interference that plague VHF frequencies. From a technical standpoint, higher quality of pictures is insured.

Washington Watches Women's Shows

INGA'S ANGLE
2:30 p.m.
Tuesday and Thursday

Inga is the telegenic charmer whose twice-weekly program of beauty, fashion and health hints has drawn a mail count as high as 25,797 in one month! She can draw customers for YOU.

➤SPOT PARTICIPATIONS—$65◄



Watch Washington

In the District of Columbia alone, food store sales are in excess of $277 million, apparel store sales run into $126 million and drug store sales are over $66 million. Most of this money is spent by the women who watch WNBW on the area's 369,579 television sets.

wnbw
Channel 4

NBC Television in Washington
Represented by NBC Spot Sales

IATSE LOCAL

Raps Foreign TV Film Making

CLAIMING television film production abroad creates unemployment of technicians at home, Hollywood photographers Local 659 has passed a resolution asking IATSE at its international convention Aug. 2 in Minneapolis, to "invoke a boycott against products sponsored by manufacturers through the medium of TV where such pictures have been made by 'runaway' tactics."

The resolution, passed by the local's board of governors, has been turned over to Richard F. Walsh, international president.

TV Applications Filed

(Continued from page 64)

...y Dr., 0.5 mi. North of city limits. ...ographic coordinates: 31° 37' 2.4" ...Lat., 84° 10' 23.29" W. Long. Trans...itter RCA, antenna RCA. Legal ...unsel Philip M. Baker, Washington. ...nsulting engineer W. J. Holey, At...nta, Ga. Sole owner is **James S. ...vers**, licensee of WMJM Cordele, ...a.; 90% owner of WTJH East Point, ...a.; owner of 251 shares of WACL ...aycross, Ga., and applicant for new ...0 w AM station for Albany, Ga.

†**EVANSVILLE, Ind.—South Cen...al Bcstg. Corp. (WIKY-AM-FM),** ...HF Ch. 7 (174-180 mc); ERP 68.5 ...w visual, 32 kw aural; antenna height ...ove average terrain 463 ft., above ...round 484 ft. Estimated construction ...st $195,206, first year operating ...st $200,000, revenue $175,000. P. O. ...ddress: P. O. Box 148, Mt. Auburn ...oad at Bismark St., Evansville, Ind. ...tudio transmitter location: Mt. Au...urn Road and Bismark St. Geographic ...oordinates: 37° 59' 21" N. Lat., 87° ...9' 48" W. Long. Transmitter Fed...ral Telecommunications Labs., an...enna Federal. Legal counsel Franz ...Willenbucher, Washington. Con...ulting engineer Harold R. Rothrock, ...edford, Ind. Principals include Presi...ent **John A. Engelbrecht** (39.6%), ...ice President **George F. Stoltz** ...9.6%), and Secretary-Treasurer **...eighman D. Groves** (19.8%).

†**INDIANAPOLIS, Ind. — Universal ...cstg. Co. (WISH),** VHF Ch. 8 (180-...86 mc); ERP 316 kw visual, 158 kw ...ural; antenna height above average ...errain 1,000 ft., above ground 1,000 ...t. Estimated construction cost $597,-...60, first year operating cost $602,-...60, revenue $818,181. Post Office ad...ress: 1440 N. Meridian St., Indian...polis, Ind. Studio location: 1440 N. ...eridian St. Transmitter location: ...awls Ave. and South Post Road. ...eographic coordinates: 39° 45' 39" ...N. Lat., 86° 00' 21" W. Long. Trans...itter DuMont, antenna RCA. Legal ...ounsel Segal, Smith & Hennessey, ...Washington. Consulting engineer ...George C. Davis, Washington. Prin...cipals include: President **C. Bruce McConnell** (54.98%), Vice President **Robert B. McConnell** (0.09%), 2d Vice President **Stokes Gresham Jr.** (0.45%), Treasurer **Frank E. McKinney** (14.53%), Secretary **Earl H. Schmidt** (14.01%), **Frank M. McHale** (9.45%), **John R. Atkinson** (0.01%) and **Owen Bush** (2%).

SOUTH BEND, Ind.—South Bend Telecasting Corp., UHF Ch. 46 (662-668 mc); ERP 82.3 kw visual, 46.8 kw aural; antenna height above average terrain 530 ft., above ground 447.5 ft. Estimated construction cost $238,800, first year operating cost $168,000, revenue $150,000. Post Office address: 512 National Bank Bldg., South Bend, Ind. Studio and transmitter location near Ironwood Road between Jackson and Ireland Roads, 1.25 mi. S. E. of South Bend city limits. Geographic coordinates: 41° 37' 50" N. Lat., 86° 12' 26" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Jansky & Bailey, Washington. Principals include President and Treasurer **A. Harold Weber** (33.33%), vice president and 22% owner of South Bend Drug Co., president and sole owner of A. Harold Weber Inc. (real estate sub-dividing), and vice president and 50% owner of Laughlin Machine Co.; Vice President and General Manager **Mark L. Wodlinger** (8.33⅓%), sales manager of WOC-AM-FM-TV Davenport, Iowa; Secretary **Orlo R. Deahl,** partner with Seebrit, Oare & Deahl, South Bend law firm; Assistant Secretary and Treasurer **Wayne J. Blick** (4.17%), auditor for WHO-AM-FM Des Moines and WOC-AM-FM-TV; **Howard L. Cranfill** (16.67%), president and 25% owner of Cranfill & Peterson (brewers' grain broker), South Bend; **Carlton S. Smith** (16.67%), president and 8⅓% owner of Drewrys Ltd. (brewery), South Bend; **J. Harold Sunderlin** (16.67%), president and 14% owner of Radio Equipment Co. (appliance distributor), South Bend; Program Director **Charles R. Freburg** (2.5%), program director for WOC-AM-FM-TV, and Chief Engineer **David J. Hauser** (1.66%), engineer for WOC-AM-FM-TV.

LEXINGTON, Ky.—Central Kentucky Bcstg. Co. (WLEX), UHF Ch. 33 (584-590 mc); ERP 17.8 kw visual, 8.9 kw aural; antenna height above average terrain 361 ft., above ground 355 ft. Estimated construction cost $115,500, first year operating cost $120,000, revenue $175,000. Post Office address: First National Bank Bldg., Lexington. Studio and transmitter location: Russell Cave Pike. Geographic coordinates: 38° 03' 57" N. Lat., 84° 29' 04.5" W. Long. Transmitter RCA, antenna RCA. Legal counsel, Frank U. Fletcher, Washington. Consulting engineer, D. C. Summerford, Louisville, Ky. Principals include President **J. D. Gay Jr.** (32%), Secretary-Treasurer **H. Guthrie Bell** (32%), **Sam Milner** (12%), **Joe Eaton** (17%) and Gay-Bell Corp. (2%). (Upon FCC approval of transfer of control of WKLX Lexington to Central Kentucky Bcstg. Co., WLEX license will be surrendered to FCC.)

MAYSVILLE, Ky.—Standard Tobacco Co. (WFTM), UHF Ch. 24 (530-536 mc); ERP 15.2 kw visual, 7.6 kw aural; antenna height above average terrain 250 ft., above ground 540 ft. Estimated construction cost $182,133, first year operating cost $100,000, revenue $100,000. Post Office address: 626 Forest Ave., Maysville. Studio and transmitter location 626 Forest Ave. Geographic coordinates: 38° 38' 31" N. Lat., 83° 44' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood, St. Louis, Mo. Principals include President **Charles P. Clarke** (48%), Secretary-Treasurer **James M. Finch Jr.** (48%) and **Robert J. Bissett** (4%).

LAFAYETTE, La.—Camelia Bcstg. Co. (KLFY). UHF Ch. 38 (614-620 mc); ERP 18.25 kw visual, 9.12 kw aural; antenna height above average terrain 438.5 ft., above ground 440 ft. Estimated construction cost $236,000, first year operating cost $76,000, revenue $90,000. Post Office address: P.O. Box 992. Studio and transmitter location on Moss Street Extension. Geographic coordinates: 30° 15' 43" N. Lat., 92° 00' 23" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **Paul H. DeClouet** (25%), Vice President **Thomas A. DeClouet** (25%), Vice President **Harold J. Delhommer** (25%), and Secretary-Treasurer **John W. Mitchell** (25%).

NEW ORLEANS, La.—Community Television Corp., UHF Ch. 26 (542-548 mc). ERP 75.2 kw visual, 42.6 kw aural; antenna height above average terrain 419 ft., above ground 438 ft. Estimated construction cost $285,894, first year operating cost $240,000, revenue $204,000. Post office address: 505 Baronne St., New Orleans. Studio and transmitter location: 327-353 South Rampart St. Geographical coordinates: 29° 57' 07.4" N. Lat., 90° 04' 34" W. Long. Transmitter DuMont, antenna GE. Legal counsel D. F. Prince, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Jules J. Paglin** (12¾%). Vice President **Stanley W. Ray Jr.** (9¼%) and Treasurer **Milton Adler** (2½%). Messrs. Paglin and Ray own 50% each of WBOK New Orleans, 42½% each of KAOK Lake Charles, La., and are applicants for new AM station in Baton Rouge, La.

†**NEW ORLEANS, La.—Loyola University (WWL),** Ch. 4 (66-72 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 710 ft., above ground 750 ft. Estimated construction cost $545,539, first year operating cost $616,927, revenue $634,695. Post office address: 6363 St. Charles Street, New Orleans 18. Studio location: 123 Baronne. Transmitter location: On Cooper Road, 1,000 ft. from Whitney Ave. Geographical coordinates: 29° 54' 27" N. Lat., 90° 02' 24" W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Engineer J. D. Bloom, chief engineer for WWL. Applicant is non-profit corporation without capital stock; members of board of regents iuclude: President **Rev. W. Patrick Donnelly, S.J.**; Vice President **Rev. Edward Doyle, S.J.**; Secretary **Rev. John S. Fuss, S.J.**, Treasurer Rev. **Theo A. Ray, S.J.**, and **Rev. W. D. O'Leary, S.J.**

†**SHREVEPORT, La. — KTBS Inc. (KTBS),** VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 62 kw aural; antenna height above average terrain 1,141 ft., above ground 1,150 ft. Estimated construction cost $542,900, first year operating cost $400,000, revenue $550,-

(Continued on page 76)

NBC-TV EXPERIMENT

Show Kinescoped On Location

NBC-TV June 13 telecast of the RCA *Victor Show Starring Ezio Pinza* was kinescoped on location June 7 in a special programming experiment.

Using "Stop-start" camera technique of motion pictures, each take was microwaved from San Juan Capistrano to NBC Hollywood, 60 miles south. Video and audio then were reported by "hot kinnie" and edited until the reel was complete. After negatives were cut, the picture was ready for screening.

To circumvent the American Federation of Musicians' 5% pre-recording fee, orchestral music by David Rose was fed by master control to New York and piped back along cable with taped dialogue track, thus making entire sight and sound positions originate from New York.

The experiment, resulting from two months planning by Program Producer Ted Mills, might eliminate the necessity of filmed TV for network programs, it was reported.

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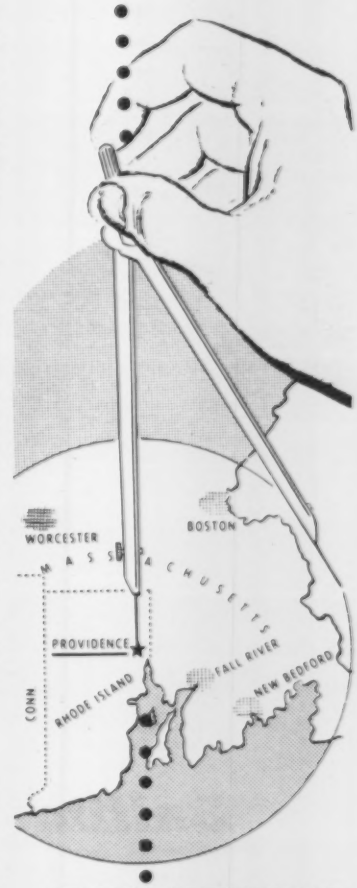

SELLING PROSPEROUS SOUTHERN NEW ENGLAND with **UNDUPLICATED COVERAGE** in **220,000 HOMES!**

WJAR-TV
Providence

Represented Nationally by
Weed Television

In New England — Bertha Bannan

TV Applications Filed

(Continued from page 75)

000. Post Office address: 312 East Kings Highway, Shreveport 77, La. Studio location 312 East Kings Highway. Transmitter location on State Route No. 8, 17 mi. N. W. of Shreveport. Geographic coordinates: 32° 41' 08" N. Lat., 93° 56' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Weldon & Carr, Washington. Principals include Chairman of the Board **George D. Wray Sr.** (33⅓%), President **E. Newton Wray** (33⅓%), Vice President **George D. Wray Jr.** (16⅔%) and Secretary-Treasurer **Charles W. Wray** (16⅔%) and **John A. Hendrick.**

HAGERSTOWN, Md.—United Bcstg. Co. of Western Maryland (WARK), UHF Ch. 52 (698-704 mc); ERP 65.32 kw visual, 32.7 kw aural; antenna height above average terrain 292.6 ft., above ground 429.7 ft. Estimated construction cost $213,889, first year operating cost $160,000, revenue $175,000. Post Office address: 128 Prospect, Hagerstown, Md. Studio and transmitter location just off U. S. Highway No. 40, North of Commonwealth Road. Geographic coordinates: 39° 37' 34" N. Lat., 77° 42' 42" W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include: President **Richard Eaton** (2%), Secretary-Treasurer (Mrs.) **Margaret G. Eaton** (1%) and (Mrs.) **L. G. Hart.** United Bcstg. Co., licensee of WOOK Washington, WINX Rockville, Md., WSID Essex, Md., and WANT Richmond, Va., owns 97% of applicant; this stock is voted by Mr. Eaton, who owns 309 out of 310 shares of UBC.

†**HOLYOKE, Mass.—The Hampden-Hampshire Corp. (WHYN-AM-FM).** UHF Ch. 55 (716-722 mc); ERP 65 kw visual, 35 kw aural; antenna height above average terrain 989 ft., above ground 122 ft. Estimated construction cost $180,000, first year operating cost $200,000, revenue $260,000. Post Office address: 180 High St., Holyoke. Studio location 180 High St. Transmitter location Top of Mt. Tom, in Hampden County, Mass. Geographic coordinates: 42° 14' 32" N. Lat., 72° 38' 55" W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **William Dwight** (26.16%), Vice President **Charles N. DeRose** (0.16%), Treasurer **Minnie R. Dwight** (40.17%) (mother of William Dwight), Assistant Treasurer **Arthur Ryan** (0.33%) and **Harriet W. DeRose** and **Charles N. DeRose** (as joint owners) (33.16%).

AUSTIN, Minn. — Cedar Valley Bcstg. Co. (KAUS), VHF Ch. 6 (82-88 mc); ERP 18.7 kw visual, 9.35 kw aural; antenna height above average terrain 425 ft., above ground 445 ft. Estimated construction cost $101,880, first year operating cost $110,000, revenue $112,000. Post Office address: KAUS, Austin, Minn. Studio location: 405½ N. Main Street. Transmitter location: 2½ mi. South of Austin on Trunk Highway 105. Geographic coordinates: 43° 37' 02" N. Lat., 92° 59' 20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Grimwood, St. Louis, Mo. Principals include: President **Harry M. Smith** (25%), Vice President **George Wilson** (12.5%), Secretary-Treasurer **Albert W. Smith** (25%), **Harold O. Westby** (12.5%), **Martin Bustad** (12.5%) and **Chester A. Weseman** (12.5%).

†**KANSAS CITY, Mo.—KCMO Bcstg. Co. (KCMO).** VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 865 ft., above ground 783 ft. Estimated construction cost $529,210, first year operating cost $1,027,517, revenue $1,279,894. Post Office address: 125 East 31st St., Kansas City 5, Mo. Studio and transmitter location 31st and Grand Streets. Geographic coordinates: 39° 04' 14" N. Lat., 94° 34' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Tom L. Evans** (49.5%), Vice President **Lester E. Cox** (49.5%), Secretary-Treasurer **Richard W. Evans** (0.5%) and **Lester L. Cox** (0.5%).

†**WATERTOWN, N. Y.—The Brockway Co. (WWNY-AM-FM).** UHF Ch. 48 (674-680 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 570 ft., above ground 362 ft. Estimated construction cost $285,000, first year operating cost $150,000, revenue $150,000. Post Office address: 120-132 Arcade St., Watertown, N. Y. Studio and transmitter location Rutland Ctr. Rd., 3.6 mi. East of Watertown. Geographic coordinates: 43° 57' 23" N. Lat., 75° 50' 28" W. Long. Transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **John B. Johnson** (1.8%), Estate of Harold B. Johnson, deceased (75.6%) and Estate of Jessie R. Johnson, deceased (22.6%). Applicant also is licensee of WMSA-AM-FM Massena, N. Y., and publishes *Watertown Daily Times.*

† **FARGO, N. D.—WDAY Inc. (WDAY),** VHF Ch. 6 (82-88 mc); ERP 65 kw visual, 32.2 kw aural; antenna height above average terrain 460 ft., above ground 498 ft. Estimated construction cost $344,000, first year operating cost $180,000, revenue $180,000. Post Office address: 118 Broadway, Fargo. Studio and transmitter location: 207-215 Fifth St. North. Geographic coordinates: 46° 52' 35" N. Lat., 96° 47' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Gillett & Bergquist, Washington. Principals include: President **E. C. Reineke** (54.5%); Vice President **H. D. Paulson** (8.9%); Secretary-Treasurer **N. D. Black Jr.** (1.1%), and **Charlotte Lontz** (21.1%). Same stockholders own controlling stock of *Fargo Forum* and Dakota Photo Engraving Co.

PORTLAND, Ore.—Empire Coil Co., UHF Ch. 27 (548-554 mc); ERP 91.6 kw visual, 45.8 kw aural; antenna height above average terrain 1,300 ft., above ground 496.5 ft. Estimated construction cost $347,000, first year operating cost $450,000, revenue $525,000. Post Office address: 85 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location: Portland Heights, N. W. Skyland Blvd., near N. W. Thompson Road. Geographic coordinates: 45° 32' 54" N. Lat., 122° 45' 40" W. Long. Transmitter RCA, antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President **Herbert Mayer** (45.2%), Vice President **Franklin Snyder,** Treasurer **Frances Mayer** (45.2%) and Secretary **Alma Schmidt.** Applicant is licensee of WXEL (TV) Cleveland.

† **PORTLAND, Ore.—Westinghouse Radio Stations Inc. (KEX-AM-FM),** VHF Ch. 8 (180-186 mc); ERP 220 kw visual, 110 kw aural; antenna height above average terrain 1,068 ft., above ground 335 ft. Estimated construction cost $855,000, first year operating cost $822,000, revenue $638,000. Post Office address: 1625 K Street N. W., Washington, D. C. Studio location: 1230 Southwest Main St., Portland. Transmitter location: Healy Heights, Portland. Geographic coordinates: 45° 29' 25" N. Lat., 122° 41' 48" W. Long. Transmitter RCA, antenna RCA. Principals include: Chairman of the Board **Gwilym A. Price** and Vice President **J. E. Baudino.** Applicant is also licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, WOWO-AM-FM Fort Wayne, Ind., and KDKA-AM-FM Pittsburgh. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

† **PHILADELPHIA, Pa.—Pennsylvania Bcstg. Co. (WIP),** UHF Ch. 29 (560-566 mc); ERP 275 kw visual, 137.5 kw aural; antenna height above average terrain 804 ft., above ground 632 ft. Estimated construction cost $600,000, first year operating cost $500,000, revenue not estimated. Post Office address: 35 South Ninth St., Philadelphia. Studio location: 35 South Ninth St. Transmitter location: S. W. corner of Ivy Hill Road and Orchard Way. Geographic coordinates: 40° 05' 00" N. Lat., 75° 10' 38" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer E. C. Page, Washington. Principals include: Chairman of the Board **Arthur C. Kaufman,** President **Benedict Gimbel Jr.,** Treasurer Ray-

SCHOOL SERIES

WICU Earns Plaudits

WICU (TV) Erie, Pa., has just completed a series of public school telecasts which brought an expression of "lasting appreciation" from school officials.

Twenty programs were aired on a thrice-weekly basis during the final seven weeks of school. More than 800 children participated. Plans are taking shape for continuing the programs in the next school-year. A similar series is being developed jointly by WICU personnel and administrators of the Erie Catholic Diocesan school district.

John M. Hickey, Erie schools superintendent, wrote Edward Lamb, WICU president, "The reactions to the program *(Erie Public Schools At Work)* indicate wide-spread appreciation on the part of the people and justify the tremendous amount of extra effort on the part of so many principals, teachers, and pupils. Be assured of our lasting appreciation," Mr. Hickey concluded.

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†PITTSBURGH, Pa.—Westinghouse Radio Stations Inc. (KDKA-AM-FM), VHF Ch. 11 (198-204 mc); ERP 316 kw visual, 25 kw aural; antenna height above average terrain 672 ft., above ground 574 ft. Estimated construction cost $1,810,000, first year operating cost $1,840,000, revenue $2,-350,000. Post Office address: 1625 K Street N. W., Washington, D. C. Studio location: Grant Bldg., Pittsburgh. Transmitter location: 2850 Berthoud St., Pittsburgh. Geographic coordinates: 40° 26′ 48″ N. Lat., 79° 57′ 50″ W. Long. Transmitter GE, antenna GE. Principals include Chairman of the Board **Gwilym A. Price,** and Vice President **J. E. Baudino.** Applicant is also licensee of WBZ-AM-FM Boston, WBZA-AM-FM Springfield, Mass., KYW-AM-FM Philadelphia, WOWO-AM-FM Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. Westinghouse Radio Stations Inc. is wholly-owned subsidiary of Westinghouse Electric Corp., Pittsburgh.

†YORK, Pa.—The Helm Coal Co. (WNOW), UHF Ch. 49 (680-686mc); ERP 95.8 kw visual, 53.8 kw aural; antenna height above average terrain 473 ft., above ground 200 ft. Estimated construction cost $176,500, first year operating cost $96,000, revenue $90,000. Post Office address: P. O. Box 226, York. Studio: 25 South Duke Street. Transmitter location: 2.9 mi. N.E. York city limits. Geographic coordinates: 40° 00′ 00″ N. Lat., 76° 41′ 30.8″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include partners **Howard J. Williams** (30.4%), **Morgan E. Cousler** (43.5%) and **Lowell W. Williams** (26.1%).

†ANDERSON, S. C.—Wilton E. Hall (WAIM and WCAC [FM]), UHF Ch. 58 (734-740 mc); ERP 182 kw visual, 91 kw aural; antenna height above average terrain 378 ft., above ground 418 ft. Estimated construction cost $401,444, first year operating cost $150,000, revenue $138-000. Post Office address: P. O. Box 806, Anderson. Studio and transmitter location Anderson College campus. Geographic coordinates: 34° 30′ 52.6″ N. Lat., 82° 38′ 15.2″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer George C. Davis, Washington. Applicant owns Independent Publishing Co. (*Anderson Independent* and *Mail*), Palmetto Publishing Co., National Stamp News, Hall Starr Farm and Hall Bcstg. and Television Co. (transcriptions).

†COLUMBIA, S. C.—The Bcstg. Co. of the South (WIS). VHF Ch. 10 (192-198 mc); ERP 266 kw visual, 133 kw aural; antenna height above average terrain 626 ft., above ground 580 ft. Estimated construction cost $597,-719, first year operating cost $450,000, revenue $300,000. Post Office address: 1111 Bull St., Columbia, S. C. Studio and transmitter location Gervais and Bull Streets. Geographic coordinates 34° 00′ 06″ N. Lat., 81° 01′ 44″ W. Long. Transmitter RCA, antenna Federal. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **B. Calhoun Hipp** (13.6%), Vice President and Treasurer **Francis M. Hipp** (13.6%), Vice President **Herman P. Hipp** (13.6%), Vice President **G.**

FIFTY New York timebuyers and agency executives visited WCAU-AM-TV Philadelphia's Radio-Television Center last week. At special luncheon were (seated, l to r) Charles Vanda, WCAU vice president for TV; Reggie Schuebel, of Wyatt & Schuebel; Donald W. Thornburgh, WCAU Inc. president-general manager; standing (l to r) are Jack deRussy, WCAU radio sales manager, and Bob McGredy, WCAU-TV commercial manager.

Richard Shafto (1.2%), **Dorothy Hipp Gunter** (13.6%) and **Frances M. McCreery** (9.8%). Applicant is also licensee of WIST-AM-FM Charlotte, N. C., and WSPA-AM-FM Spartanburg, S. C.

†CHATTANOOGA, Tenn. — WDOD Bcstg. Corp. (WDOD). VHF Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,062 ft., above ground 284 ft. Estimated construction cost $284,600, first year operating cost $200,000, revenue $250,000. Post Office address: Hamilton National Bank Bldg., Chattanooga, Tenn. Studio location National Bank Bldg., 7th and Market. Transmitter location Taft Highway, Signal Mtn., 7 miles North of Chattanooga. Geographic coordinates 35° 09′ 41″ N. Lat., 85° 19′ 05″ W. Long. Transmitter GE, antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Earl W. Winger** (50%), and Vice President and Secretary **Norman A. Thomas** (50%).

†JOHNSON CITY, Tenn.—WJHL Inc. (WJHL). VHF Ch. 11 (198-204 mc); ERP 108.43 kw visual, 54.21 kw aural; antenna height above average terrain 716 ft., above ground 629.5 ft. Estimated construction cost $231,-086, first year operating cost $102,000, revenue $96,500. Post Office address: 145 West Main St., Johnson City. Studio and transmitter location 143 West Main St. Geographic coordinates 36° 19′ 26″ N. Lat., 85° 20′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **W. H. Lancaster Sr.** (19.38%), general manager of WJHL; 1st Vice President **W. H. Lancaster Jr.** (4%), commercial manager of WJHL; 2d Vice President (Mrs.) **Harriet B. Campbell**; Secretary-Treasurer **T. F. Dooley** (0.4%); (Mrs.) **Evelyn Lancaster** (22.2%) (wife of W. H. Lancaster Sr.); (Mrs.) **Edna Dooley** (8.53%) (wife of T. F. Dooley) and **Estate of S. H. Campbell Sr.** (31.44%).

†AUSTIN, Tex.—Texas Bcstg. Corp. (KTBC). VHF Ch. 7 (174-180 mc). ERP 109.6 kw visual, 54.8 kw aural; antenna height above average terrain 485.8 ft., above ground 289.3 ft. Estimated construction cost $341,039, first year operating cost $250,000, revenue $200,000. Post Office address: P. O. Box 717, Austin, Tex. Studio location Brown Bldg., corner of 8th St. and Colorado St. Transmitter location 3.8 miles N. W. of Texas State Capitol, Travis County. Geographic coordinates 30° 18′ 28″ N. Lat., 97° 47′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Claudia T. Johnson** (99.5%), Vice President **Paul Bolton** (0.25%), Vice President **J. C. Kellam,** Secretary **Sam Plyler** (0.25%) and Assistant Secretary and Treasurer **A. F. Vickland Jr.**

†BRISTOL, Va. — Appalachian Bcstg. Corp. (WCYB). VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,064 ft., above ground 120 ft. Estimated construction cost $335,120, first year operating cost $330,000, revenue $415,552. Post Office address: P. O. Box 1009, Bristol, Va. Studio location Hotel Gen. Shelby, Cumberland and Front Streets. Transmitter location Jefferson National Forest, 17 miles N.E. of Bristol. Geographic coordinates 36° 49′ 45″ N. Lat., 82° 04′ 47″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer George C. Davis, Washington. Principals include President **J. Fey Rogers** (25%), Vice President **Robert M. Smith** (25%), Secretary **Charles M. Gore** (25%), and Treasurer **Harry M. Daniel** (25%).

Amended Application Returned

OSHKOSH, Wis. — The Oshkosh Bcstg. Co. (WOSH), UHF Ch. 48 (674-680 mc), ERP 1.31 kw visual [B•T, June 9]. Amendment returned; obsolete forms and incomplete.

Application Dismissed

FRESNO, Calif.—Television Fresno Corp., VHF Ch. 2 (54-60 mc). "Prethaw" application dismissed at request of applicant.

Existing Stations
Change in Channel

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T April 14].

WCPO-TV CINCINNATI, Ohio—Scripps-Howard Radio Inc., Ch. 9 (186-192 mc), ERP 316 kw visual, 158 kw aural; antenna height above average terrain 665 ft., above ground 545 ft. Estimated cost of change $206,687. Change *from* Ch. 7 (174-180 mc). ERP 24 kw visual, 12 kw aural.

WHEN
TELEVISION

Reaches the Audience with the "Green Stuff"

Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows . . . more local advertisers . . . greater results.

Sell with WHEN

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN
TELEVISION
SYRACUSE

A MEREDITH TV STATION

TAFT AGAINST TV

During Committee Hearings

SEN. ROBERT A. TAFT (R-Ohio), a candidate for the Republican Presidential nomination told a Washington National Press Club audience last week, that a Congressional committee could not carry on its business satisfactorily while being telecast.

When asked about televising activities of the GOP credentials committee in Chicago, Sen. Taft said:

"I'm inclined not—just as for the same reason that if I were chairman of a committee in Congress that I would not permit television proceedings. It seems to me that where you have a proceeding in which you're trying to determine a semi-judicial proceeding or legislative question, the presence of television cameras makes it almost impossible to give any reasonable attention to what you're doing. Now I don't favor any rule in Congress. That's my own feeling. But as chairman I wouldn't permit proceedings to be televised. I wouldn't object to them bringing a camera in to take pictures before starting. But as far as trying to conduct business under television lights, I think it's utterly impossible to reach a successful conclusion."

His view was an apparent tightening of his opinion set forth last February in BROADCASTING • TELECASTING [B•T, Feb. 4].

TRADE RULES

Third Conference Held On Revised Standards

REVISED rules to guide manufacturers, dealers and distributors in the commerce of radio-TV sets moved a step closer last week when a third government-industry conference was held in Washington, D. C., under the auspices of the Federal Trade Commission.

Suggested trade practice standards drafted by a special all-industry committee were discussed last Wednesday. When finally promulgated—perhaps by the year's end—the rules will cover television as well as radio practices, which manufacturers have followed the past 13 years.

There is general agreement, if not unanimity, on the rules proposed by an industry group under Louis B. Calamaras, executive vice president of the National Electronics Distributors Assn. Top officials of Radio-Television Mfrs. Assn. also participated.

At the conclusion of Wednesday's session, Paul Butz, FTC Trade Practices Conference Bureau, told manufacturing representatives and dealer-distributor trade groups that the commission staff would study the record and summarize the evidence for FTC members. FTC then will publish a final set of rules and hold a hearing, probably this fall.

Major discussion last week centered on proposed rules on pricing (inclusion of excise taxes), breakdown on tube count, uniformity of reference to viewable picture tube area, cabinet designs and so-called "push money."

RTMA President Glen McDaniel said he felt the industry had not been guilty of any deception in advertisements on picture size, which have followed a historic pattern in the industry since TV developed.

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., asserted that the problem is less one of actual size measurements than deceptive claims involving such adjectives as "giant-size" screens when such is not the case.

Mr. Butz informed industry representatives that the National Better Business Bureau suggested a rule governing deception as to type of cabinet — type of wood, veneer, etc. He agreed some rule should be included to spell this out.

Twenty-nine rules were drafted by the industry group, differing slightly from the FTC staff draft of last year [B•T, May 12]. Two other rules (33 and 34) were omitted in the industry draft because of lack of agreement among industry members, it was explained. These cover "prohibited discrimination" (prices, rebates, discounts, credits, advertising or promotional allowances) and coercion in "aiding or abetting use of unfair practices."

RTMA was represented by Mr. McDaniel and Ray Donaldson, legal counsel. Besides Mr. Calamaras of NEDA and Mr. Farr of NARDA, representatives of most of the major set manufacturing firms attended the conference.

MARKET RESEARCH

MBS, NBC-TV, ABC Join ARF

MBS, NBC-TV and ABC (as a group, to get both radio and television market research information) have become subscribers to the Advertising Research Foundation, joining CBS Radio, which had heretofore been the only broadcasting organization on the ARF roster.

Election of the networks to membership by the ARF board was announced by the foundation, which also reported that eight publications—*Advertising Age, American Home, Better Homes & Gardens,* BROADCASTING • TELECASTING, *Newsweek, Redbook, Sponsor, Successful Farming*—and one advertiser, Phillips Petroleum Co., had become participating subscribers of ARF, bringing the total number to 148.

MILES Labs., Elkhart, Ind. has signed with WMAQ Chicago for sponsorship of 10 football broadcasts Saturday afternoons starting Sept. 27. Agency is Geoffrey Wade Adv., Chicago.

FOUNDATIONS

$75,000 Probe Budget Voted

TENTATIVE approval of a $75,000 appropriation for the Cox select committee to investigate tax-exempt foundations was given last week by a House Administration subcommittee by a vote of 4 to 1. Sum must be approved by the full committee and then by the House.

Resolution authorizing the study was presented by Rep. Eugene E. Cox (D-Ga.) for the purpose of inquiring whether foundations' activities are un-American or subversive or otherwise "not in the interest or tradition of the U. S." It passed the House last April by a 194 to 158 vote amid charges that it would be a probe of ideas. [See editorial, "Cops and Robbers Congress," May 12].

Opposition to the appropriation was voiced at the House Administration subcommittee meeting by Clarence Mitchell, director of the Washington bureau of the National Assn. for the Advancement of Colored People. He claimed that the investigation would attack efforts to improve the opportunities of Negroes.

Besides Rep. Cox, who is chairman, the select committee comprises Democratic Reps. Donald L. O'Toole (N. Y.), Aime J. Forand (R. I.), Brooks Hays (Ark.) and Republican Reps. Richard M. Simpson (Pa.), Angier L. Goodwin (Mass.), and B. Carroll Reece (Tenn.).

NBC TV CENTER

Unit To Be Ready in Sept.

FIRST two studios of the proposed new $25 million NBC Television Center in Burbank, Calif., now under construction at 3200 W. Olive Ave., will be ready for use by the end of September.

Built at an estimated cost of $2.7 million, the two-studio unit with service building, is about 20% completed, according to John K. West, NBC Western Div. vice-president. Each studio will have seating arrangements for 500 persons.

NBC in mid-April was given permission by the NPA for a second unit of studio buildings. The network last year bought 49 acres from Warner Bros. and the city of Burbank for its planned television center.

Jones Dismissal Ruling

THE APPELLATE division of the New York Supreme Court last week awarded Duane Jones Co. a dismissal of the suit brought against the agency by nine former employes seeking compensation for their stock holdings. But spokesman for Scheideler, Beck & Werner, agency formed by the nine former employes, said the dismissal was made with leave to file an amended complaint within ten days and that one will be filed within that time.

VIL DEFENSE

howings Via Closed Circuits

EDERAL civil defense planning kes on an expanded closed circuit network face next Thursday th a presentation for policemen 10 U. S. cities in eight states.

Flushed with enthusiasm over o previous demonstrations med to select CD target groups, vernment authorities last week apped up plans for a more ambi- us venture.

Over 32,000 city policemen will briefed in a one-hour closed cuit telecast originated from the dios of WMAL-TV Washington. crowave and coaxial cable fa- ities will link from the East ast to the Midwest theatres in ston, New York, Baltimore, iladelphia, Pittsburgh, Cleve- d, Toledo, Detroit, Chicago and lwaukee.

In announcing the presentation, llard F. Caldwell Jr., Federal il Defense Administrator, ex- ined that the 10-city network— e first of its kind ever attemped" stemmed from FCDA's success its first two "experiments."

So successful were these pre- us ventures in eastern cities that ency authorities now shy away m any reference to this and any ture presentation as an "experi- ent" in civil defense training by sed circuit theatre TV. Yet, thal, FCDA has been a pioneer a type of program that has im- lled other government depart- ents to analyze this method for eir own possible use [B•T, May

On Non-Profit Basis

Joining the federal planners on ursday's project are United ramount, Warner Bros., Loew's, KO and Skirball Bros., all of hich are offering their theatres a non-profit basis. Cost of the esentation is borne by FCDA.

Theatres by cities taking part: Loew's State in Boston; Paramount New York; Warner Stanley in both iladelphia and Baltimore; Loew's nn in Pittsburgh; RKO Palace in veland; Rivoli in Toledo; Palm State Detroit; Warner in Milwaukee; Up- wn in Chicago.

City and state police will assem- e in local theatres at 10 a.m. for program designed to acquaint em with the magnitude of police- g problems in the event their ties are bombed. Regular police- en form the nucleus of a civil de- nse police service force. Admis- on is by invitation.

Two-way audio broadcast com- unication, over which police will able to fire questions at in- ructors, will climax the hour-long ogram. This setup will permit estioning by officers in Chicago, etroit, Pittsburgh and Boston.

FCDA Deputy Administrator mes J. Wadsworth will open the lecast with a presentation in aphics. An animated sequence, owing potential damage from an omic blast in Baltimore, will fol- w. Use of civil defense in peace- me disasters and duties of police d auxiliaries will be outlined.

OFFICERS chosen at the first annual meeting of the National Community Television Assn. at Pottsville, Pa. [B•T June 16], were (l to r) George H. Bright Jr., Lansford, Pa., secretary; Martin F. Malarkey Jr., Pottsville, Pa., president; Claude E. Reinhard, Palmerton, Pa., vice president, and Melvin L. Boyer, Tamaqua, Pa., treasurer.

GIVE US ENTERTAINMENT

Public Tells KFMB-TV; Letters Hit Code

WHILE political and pressure groups agitate for strict supervision and even censorship of TV programs, signs of public resentment against the NARTB TV Code and would-be censors are appearing.

Pro and con comments on the NARTB code were received by KFMB-TV San Diego, Calif., following a recent forum program on the subject, according to Howard L. Chernoff, KFMB-TV general manager.

In a typical observation, Robert T. Logan, of 902 19th St., San Diego, said his set was purchased "for one purpose only, and that is entertainment. So far you people have done a marvelous job of providing that entertainment. Please don't ruin it by your all-too-rigid TV code."

Mr. Logan wrote KFMB-TV that if he wants to hear people "put the hush hush on a drinking joke" he can "walk across the street and go to church." If he wants to further his education, he added, "San Diego provides excellent adult education classes in its schools. Thousands of people depend on the church for our moral guidance, thousands depend on the schools for education, and thousands depend on KFMB-TV for one thing—entertainment."

Stand Against Censorship

Another comment from L. L. Miller, 5208 Chollas Park Way, San Diego, took a sharp stand against censorship of theatres and radios "so that individuals and small groups of people have the right to choose programs and shows that they think are good for the common people."

He continued, "I thought it was too good to be true that TV had escaped for so long. As the old story goes—all good things must come to an end. I think that a person that buys a TV set should have the right to view the program he wishes." In the case of children, he said, parents "should have the intelligence to choose their own entertainment for their children. If there is anything wrong with Red Skelton's program they better start banning western programs because about 50% of the scenes are taken in saloons."

Finally, Mr. Miller wrote:

"The next thing you know we'll be having bootleg TV—where you knock on the door and say Joe sent you. I found that most people who own TV sets after the first few weeks of owning them do a pretty good job of censoring their own programs. On your channel there are some programs that I wouldn't be caught dead watching and others I wouldn't miss for the world, and I govern myself accordingly."

CBS-TV DISCOUNTS

Formula Is Explained

AN INCREASE in CBS-TV's maximum station-hour weekly discount, making it 15% compared to 10% heretofore, was announced fortnight ago after advertisers, agencies, and prospects had been advised in letters from Network Sales Vice President Fred M. Thrower [B•T, June 9].

Mr. Thrower pointed out that the new discount table affords substantial benefits to CBS-TV advertisers effective June 1. It provides discounts graduated as follows (based on the number of station-hours which the advertiser sponsors per week):

Less than 5 station-hour a week, net; 5 through 9 station-hours, 2½%; 10 through 19 station-hours, 5%; 20 through 34 station-hours, 7½%; 35 through 49 station-hours, 10%; 50 through 59 station-hours, 11%, with each additional 10 station-hours increasing the discount by 1% until the maximum 15% discount is reached with sponsorship of 90 or more station-hours per week.

WAVE-TV

First IN KENTUCKY!

First IN AUDIENCE!

First IN HOURS ON THE AIR!

20 MORE HOURS PER WEEK THAN STATION "B"

(May 3-10, 1952)

First IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's *PLUS* is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

PAY FORMULA

AFM Board Weighs Change

RE-USE payment plan on all TV film productions rather than the present AFM welfare fund 5% royalty formula to which producers must now contribute, may result from a study made by the union's international executive board.

Talk of revamping the present formula, first step of which would be to revise the ruling on TV film commercials, highlighted a closed special session of the board with Los Angeles Local 47 executives in Santa Barbara following the American Federation of Musicians' 55th national convention there June 13.

Changes proposed are being examined and the board will attempt to come up with a new plan in keeping with President James C. Petrillo's convention declaration that the AFM royalty formula must stand "until someone comes along with something better" that will be "to the benefit of all locals" [B•T, June 16].

Revision of the TV film commercial spots ruling was urged by Local 47 President John Groen, Vice President Phil Fischer, Recording Secretary Maury Paul and local executive board member, Arthur J. Rando.

Their plan, it is understood, is based on a fixed fee rather than a percentage deal. Under such an arrangement, it was pointed out, if a set fee were established for a 13 week period, covering so many repeat uses of a commercial on a station, it would be an incentive to producers to use more musicians rather than voice-only backgrounds for spots.

Under a re-use payment formula for TV filmed shows, reportedly favored by some members of the AFM international executive board, a certain percentage of the original music cost would be paid by the video producer on each showing of film. This money, under the plan, would be paid to the AFM trust fund rather than to the individual musician, it was said.

There is growing activity in TV production through subsidiaries on the part of major Hollywood movie studios. Mr. Petrillo and the AFM international executive board last Thursday had a closed meeting with top executives of those production companies.

The meeting, it is understood, centered around royalty payment plans for music in TV film. It was set up as an exploratory means to pave the way for future conferences on music fees when all major producers will be making movies for television.

film report

Production . . .

Interstate Television Corp., Hollywood, has started second in its *Ethel Barrymore Theatre* series of half-hour TV films. "Daughters of Mars," adapted by **Zoe Akins** from a short story by **Louis Bromfield**, stars **Miss Barrymore** and stage-film actors, **Selena Royle, Elizabeth Risdon** and **Phillip Terry. Lewis Allen** is director with **Lee Savin** producing.

* * *

Edward Lewis is in Mexico City to produce five half-hour films in CBS-TV *Schlitz Playhouse of Stars* series. Directors, **Arthur Pierson** and **Herbert Kline**, will handle "The Trial," starring **Gertrude Michael**; "This Plane for Hire," starring **Lloyd Bridges**; "Port of Call," starring **Victor McLaglen**; "Marriage of Lit-Lit," based on an **O. Henry** short story, and "Calamity Jane."

* * *

Television film rights to 8,000 **Damon Runyon** stories have been acquired by **Howard Welsch**, executive producer, **Fidelity Pictures**, Hollywood, from King Features. Production on first of the 39 half-hour TV films starts in August at Motion Picture Center. Negotiations were concluded by **William Morris Agency**, Beverly Hills, who will furnish talent from its free-lance list.

Also scheduled for August production is *The Lady From Lloyd's*, a half-hour TV film series, whose plans were delayed until finalization of the Runyon story deal [B•T, May 12].

* * *

Sterling Television Co., New York, TV film distributors, has begun production on a new music series titled *Music for Everybody* featuring music expert **Sigmund Spaeth** as narrator. The series—produced for Sterling by **Israel Berman** of Viking Films—will cover all phases of music and is being prepared for fall release.

* * *

W. R. Frank, Minneapolis motion picture exhibitor, is now in Hollywood to start a half-hour TV film series, *Medal of Honor*, which he will co-produce with **William Dean.** Series, dealing with lives of Congressional Medal of Honor winners, goes into production at General Service Studios July 8, under banner of **W. R. Frank Productions.** Completed scripts are "Julius Langvein," which concerns 14-year old Civil War drummer boy, and "Dr. Mary E. Walker," only woman so decorated, both of which were written by **Lynn Bowers.**

* * *

Major Television Productions Inc., recently organized by **Irving Lesser** and **Seymour Poe**, has opened West Coast headquarters at RKO Pathe Studios, Culver City. **Maurie Gresham**, the firm's general manager, upon completion of this assignment, will set up sales offices in Chicago and Atlanta.

* * *

Commodore Productions, Hollywood, will resume production on *Clyde Beatty* TV film series in August with new headquarters at Motion Picture Center.

Sales . . .

Jose Escalante & Co., Chicago (Corina cigars), is starting *Corina Academy Theater* on KECA-TV Los Angeles, for 13 weeks from June 23. The program is made up of 13 half-hour TV films produced by **Revue Productions**, Hollywood, for **Gruen Guild Theatre** and **Chevron Theatre** series, now available for second runs. The agency is **Guenther Bradford & Co.**, Chicago.

* * *

Screen Gems Inc., Hollywood, has signed **John English** to direct *Jefferson Davis*, a half-hour film in the NBC-TV *Cavalcade of America* series being produced for **duPont. Jules Bricken**, Screen Gem's producer-director, will devote his time to NBC-TV *Ford Theatre*, now being filmed for **Ford Motor Co.**

* * *

Guild Films Inc. is to open New York sales headquarters at 510 Madison Ave. with President **Reuben Kaufman** in charge. **Wilmer Clark**, West Coast sales representative for DuMont TV Film Sales, joins the firm in similar capacity with headquarters at 5746 Sunset Blvd., Hollywood.

Film People . . .

Gilbert Kay, assistant director at MGM, joins **Flying A Television Pictures Inc.**, Hollywood, in similar capacity.

WABD (TV) Business

WABD (TV) New York, key outlet of DuMont TV Network, last week reported that it had sold $243,640 worth of business during the last week in May, with contracts ranging from single announcements to 52-week schedules of spots and participations.

CBS TV FILM

Sales Service Outlined

OPERATION of CBS Television Film Sales' new merchandising service was outlined last week by Walter A. Scanlon, sales promotion manager, who set up the plan.

The merchandising staff, it was explained, "will make a full set of selling tools available" and visit the sponsors' markets to give on-the-scene assistance, where indicated, regardless of the type of program involved.

Merchandising tools, Mr. Scanlon said, include sales promotion displays and literature, premiums and "gimmicks," information on public relations techniques, publicity releases, personal appearances and other exploitation devices. The merchandising program is handled by the sponsor with the assistance of the CBS merchandising counsel to form a "community saturation campaign" calculated to "sell the consumer from his living room right into the store to buy," Mr. Scanlon said.

Mr. Scanlon joined CBS Television Film Sales three months ago after extensive experience with Alexander Smith Inc., Quality Bakers of America, World Broadcasting System, Capitol Radio Program Service, USO and National Distillers Products Corp.

WHO LEASES SITE

In Plan for Television

WHO Des Moines has leased a downtown roller skating rink for possible use as a television studio. Station has an application for Channel 13 before the FCC. Col. B. J. Palmer, president of the Central Broadcasting Co., licensee of WHO, said that the rink contains more than 17,000 square feet of floor space.

It is not anticipated, added Col. Palmer, that internal remodeling will begin before July 10, 1953, effective date of the 10-year lease. The leased building is on a mid-town corner, one block from where WHO is located.

CHURCH FILMS

Rev. Mack Named Director

THE REV. S. FRANKLIN MACK was appointed director of films for the Broadcasting and Film Commission of the National Council of Churches of Christ in U. S. A., effective June 1, according to the council's general board in Chicago.

Rev. Mack

Rev. Mack will retain his present position as executive secretary of the Committee on Radio, Visual Education and Mass Communication of the Council's Division of Foreign Missions.

RANGERTONE
BEST FOR TV FILMS
USED BY
George Heid Productions
William Penn Hotel
Pittsburgh 30, Pa.
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

BC-TV ON TEST

Commercial Policy Pends

RST test patterns were telecast Montreal during the first week June, from temporary antenna CBC-TV Montreal, on top of unt Royal. News of tests was thheld by CBC for about a week. permanent 282 foot antenna on unt Royal is to be installed on, CBC officials stated

At Toronto, a temporary antenna ll be used in the beginning when BC-TV Toronto goes on the air September simultaneously with BC-TV Montreal. Three hours at st will be telecast each evening a starter, judging by the inease in staff now at 175 at each oduction center.

No decision has been announced t on commercial policy, but it is derstood that perhaps 25% of ogram content will be U. S. comercial programs piped in from ffalo to Toronto. Commercial ntent will likely be about 60% all programming, with remainr of the commercials being taken Canadian advertisers. CBC has yet no money available for sustining programs, but funds are pected to be allocated before the nadian Parliament recesses at d of June.

At same time, Canadian governnt may give some sign as to how on private interests can start V stations in Canada. According the Massey Royal Commission port, this would be when national oduction centers have been set up CBC at Toronto and Montreal. is will be accomplished by this ll when CBC transmitters at ontreal and Ottawa go on the r. It is understood that the CBC ard of governors are anxious to t a ruling from the Canadian vernment as to how soon they n start holding hearings for TV enses in view of the Massey commendations. The CBC board s a number of applications for V stations at Toronto, Montreal d Hamilton, Ont., on file.

No decision has been made as t on the annual TV receiver linse fee to be charged by Ottawa, hich is to be turned over to the BC for its national production nters.

anada Set Sales

ELEVISION receiver sales were in April over those of a year o, according to the Radio-Televion Mfrs. Assn. of Canada. April ales totalled 4,582 units with tail value of $2,172,624, as comared with 4,409 sets in April 1951 alued at $2,500,867. (Reduction excise tax accounts for partial ference in retail value.) Sales TV sets for first four months of 52 totalled 18,433 valued at $9,-7,864. This compares with sales first four months of 1951 of ,461 sets valued at $10,197,722. ere are now about 97,000 sets use in Canada, half of them in e Toronto-Hamilton area.

BUSINESS is transacted at WTVN (TV) Columbus, Ohio's new Television Center as its owner, Edward Lamb, signs a contract with Yount Advertising Agency during the dedication. L to r: John Rossiter, WTVN's manager; Mr. Lamb; Herbert Stewart, WICU (TV) Erie, Pa., manager, and Malcom Yount, Yount Advertising Agency of Erie. WICU (TV) also is owned by Mr. Lamb.

GE'S BAKER

Sees 53 Million TV Sets

PREDICTION of an eventual 53 million U. S. TV sets was made by Dr. W. R. G. Baker, General Electric vice president and general manager of the GE Electronics Div., at the dedication of GE's $6 million miniature receiving tube plant June 12 at Anniston, Ala. GE President Ralph J. Cordiner dedicated the new plant.

Dr. Baker also predicted at the ceremonies an eventual 2,000 TV stations. Dr. Baker said almost 100 new stations would be in various stages of construction by June next year and that the demand for receiving tubes would reach 500 million annually within the next five years.

A new GE automatic blanket plant was dedicated at Asheboro, N. C., earlier this month and plans have been announced for a new transformer power plant in Rome, Ga., for a total GE $50 million annual payroll and 13,500 employes in the Southeast. A major appliance center at Louisville, Ky., that is planned, "will almost double these figures," President Cordiner said. William M. Nave, Anniston tube works manager, said the new plant will employ 2,000 people.

VHF TRANSMITTER KIT

GE Claims Improvement

GENERAL ELECTRIC CO. is making available to owners of its VHF TV transmitters a modification kit for conversion of the final video stage to permit use of thoriated filament GL-6939 tubes, GE announced last week.

Frank P. Barnes, GE broadcast equipment sales manager, claimed that the conversion will result in improved performance, lower operating cost, lower power consumption and longer tube life. "Based on a 15-hour operating day, the conversion will in one year save more than twice the cost of the modification kit," Mr. Barnes said.

WTVN (TV) Center

SEN. ESTES KEFAUVER (D-Tenn.), now campaigning for the Democratic Presidential nomination, interrupted his tour to participate in opening ceremonies of WTVN (TV) Columbus' new Television Center a fortnight ago. Sen. Kefauver took part in a telecast interview along with Dave Nichols, WTVN news director, and Edward Lamb, WTVN owner. More than 100 newspaper and radio representatives were in the audience.

HEMISPHERIC TV

Montreal Debut Hailed

ADVENT of video in Montreal this summer was hailed by J. B. Elliott, RCA Victor vice president for consumer products, as an important step toward realization of a Western Hemisphere TV network.

"We shall see the day when Canada, the United States, Mexico, Cuba, Central and South America, and the countries of the West Indies exchange programs regularly," Mr. Elliott told members of the Quebec Radio-Television Distributors Assn. at a meeting last Wednesday in Montreal.

In discussing business outlook for TV dealers, Mr. Elliott told his audience that "Montreal is in for some exciting changes, and I know you'll like them."

He said that the beginning of TV operation in a city stimulates business conditions in not only that particular field but also in such allied fields as furniture and public utilities.

Mr. Elliott cautioned dealers, however, to prepare for this event, if they expected to benefit from it.

After completion of the Western Hemisphere network, Mr. Elliott foresaw trans-ocean TV, linking the North American continent to Europe.

"As TV girdles the globe," he said, "the new medium will prove to be a great unifying force . . ."

PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELOP II

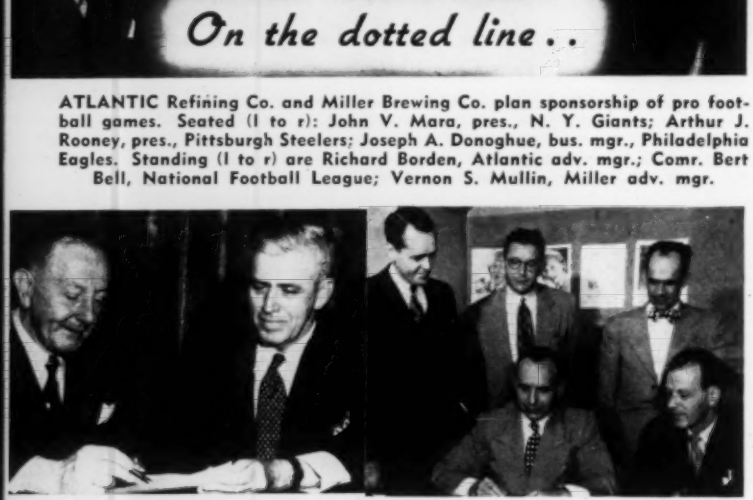
● Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. *And* you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

Division of The Gray Manufacturing Company—Originators of the Gray Telephone Pay Station and the Gray Audograph

ATLANTIC Refining Co. and Miller Brewing Co. plan sponsorship of pro football games. Seated (l to r): John V. Mara, pres., N. Y. Giants; Arthur J. Rooney, pres., Pittsburgh Steelers; Joseph A. Donoghue, bus. mgr., Philadelphia Eagles. Standing (l to r) are Richard Borden, Atlantic adv. mgr.; Comr. Bert Bell, National Football League; Vernon S. Mullin, Miller adv. mgr.



TOM MANNING (l), veteran sportscaster, contracts for new TV sports show along with Leslie C. McGinley, Cleveland dist. mgr., B. F. Goodrich Co. Show, *Sports, Coast to Coast*, will be heard Mon.-Fri. 6:35-6:45 p.m. Program will feature interviews, local and national round-ups.

DIXIE Cup Co. buys *Hollywood Off-Beat* on WJZ-TV New York. Seated (l to r): J. D. Catlin, Dixie adv. dir.; Slocum Chapin, v. p. of ABC-TV owned stations. Standing: Ted Maxwell, network acct. exec.; Peter Krug, radio-TV dir., Hicks & Griest; Harry Hicks Jr., agency acct. exec.

CONTRACTING for local harness racing over WNBK (TV) Cleveland (l to r): Hamilton Shea, WNBK mgr.; George Carter, pres., Pilsener Brewing Co. of Cleveland: Paul Warren, of Painesville Raceways.

BEFORE opening of IGA stores' new show on KDYL-TV Salt Lake City (l to r): William E. Featherstone, Featherstone Agency; Matt Kommel, IGA store supervisor; E. J. Drucker, KDYL-TV acct. exec.

WILLIAM H. ANDREWS Jr. (seated), mgr., Greensboro branch, Jefferson Standard Life Insurance Co., signs for three-hour telecast of North Carolina Democratic primaries on WFMY-TV Greensboro. Looking on (l to r): Dick Watts, WFMY-TV acct. exec., and Gaines Kelley, sta. gen. mgr.

CALO DOG FOOD Co. starts simulcast of *Calo Pet Exchange* on KGFJ and KTTV (TV) Los Angeles. L to r: D. W. Whiting, KTTV sls. mgr.; Frank Wright, prog. m. c. and head of Frank Wright National Corp., San Francisco agency, and Marvin Briggs, KGFJ sls. mgr.

APS TV ENTRY

Offers Britannica Catalog

ASSOCIATED PROGRAM SERVICE, New York, last week announced release of its first catalog of Encyclopedia Britannica Films, marking its official entry into the television field.

Catalog includes four suggested plans for use of the films with emphasis on library arrangement, suggested program series, and a special events calendar relating historical dates to films on the EBF list. A 20-page book in loose-leaf form, catalog is being distributed to all TV stations as well as to interested advertisers and agencies.

In addition to the EBF catalog, APS also announced two sales of its *Great American* television series —26 quarter-hour programs based on the lives of men and women in American history. Southwestern Bell Telephone Co., through Gardner Adv. will sponsor the series on WDAF-TV Kansas City. WDTV (TV) Pittsburgh will carry the programs sponsored by North Pole Real Ice Cream Co., through Wasser, Kay & Phillips, that city.

APS General Manager Maurice B. Mitchell, meanwhile, reported that in the radio field, APS has added 23 new subscribers to its specialized library services, bringing the firm's total to more than 1,000 broadcasters. "We believe this is the largest number yet reported in the transcription library field," he added.

SUCHMANN WINS

Awarded WAAM Fellowship

WILLIAM SUCHMANN, graphic artist and designer with ABC, was awarded the WAAM Television Fellowship last Friday by the Examining Committee. The Fellowship carries a $6,000 stipend and a year's graduate study at Johns Hopkins U., Baltimore.

First of its kind to be offered in the TV industry, the Fellowship was created by the board of directors of WAAM (TV) Baltimore and the university.

"This Fellowship was established," the university said, "in order that a mature person of high standing and currently active in television may have nine months free from his professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work in the industry."

Mr. Suchmann was graduated from the U. of Pennsylvania in 1939 and from the Franklin School of Professional Art in 1948. He has been with ABC's art department since 1949, where he has been assistant director in charge of visual presentations for TV commercial advertising and graphic portions of several types of programs.

During his residency at Johns Hopkins, Mr. Suchmann plans to study visual education and psychology.

Playful Lucifer

THE DEVIL popped up where a politician was supposed to appear—and was popped off again in much haste—on the Doug Edwards news show on CBS-TV, sponsored by Columbia Records Inc., June 10. A series of slides showing former Republican Convention keynoters was being displayed to accompany Mr. Edwards' commentary on the selection of Gen. Douglas MacArthur to deliver this year's GOP keynote address. By error, a slide from the sponsor's commercial—a picture of the devil, to advertise CRI's new "Faust" album—got into the place where a picture of former Gov. Dwight Green of Illinois should have appeared. The operator hastily snapped back to the preceding slide, and the commentator proceeded to talk about Mr. Green while a picture of California's Gov. Earl Warren showed on the screen.

KING NAMED

F&P Detroit TV Sales Head

PROMOTION of Lon King to succeed Keith McKenney as head of TV sales in Detroit for Free & Peters, station representation company, has been announced by F&P Vice President and Television Director Lloyd Griffin.

Mr. King has been on the company's TV sales staff in San Francisco for the past 18 months. He is being replaced there by Richard Rothlin of the sales staff of KRON-TV San Francisco, an F&P client. Mr. King previously was with NBC in San Francisco eight years of which five were in NBC in sales activities. Mr. Rothlin, before joining KRON-TV, was assistant account executive for Young & Rubicam in San Francisco on the Kaiser account.

Citrus Group's TV Plans

THE FLORIDA Citrus Commission has discussed concentrating most of its TV funds on a single children's show, Ida Mae Stilley's *Happy's Party*. David O. Corey of J. Walter Thompson Co., estimated a 13-week trial, beginning in mid-August, live, over DuMont, in Pittsburgh, New York and Washington, would cost $25,000 to $30,000. If successful, the commission could sponsor 26 more weeks in those cities, plus eight others where it now uses TV, for a grand season total of about $160,000. Frank Roper, chairman of the commission, said his group hopes some day to have a TV show of its own.

ILM MAKERS
Modifying TV Stands

URRENT motion pictures, tele-st to private homes direct from e studios that produce them, is rapidly approaching reality.

So declared Y. Frank Freeman, ice-president of Paramount Pic-res Corp. to delegates at the an-al Western Institute of Com-ercial and Trade Executives in nvention at Whittier College, hittier, Calif., June 12.

Making indirect reference to elemeter, a pay-as-you-see sys-m which is 50% Paramount wned, Mr. Freeman said that, Transmission facilities for broad-asting television showings of cur-nt pictures are now being per-ected. Present indication, however, that the process may be quite xpensive."

He stated that motion picture nd TV producers now work close-together and complete coopera-on in producing quality pictures nd programs is assured.

With four big companies already ctive, imminent entry of all the ajor studios into TV film produc-on gains momentum daily on the est Coast.

Columbia Pictures Corp., rough subsidiary Screen Gems c. [B•T, June 16]; Interstate elevision Corp., subsidiary of onogram Pictures; Universal-nternational Pictures, through nited World Films Inc.; and Hol-wood Television Service Inc., a ivision of Republic Pictures, are eady in TV production.

20th Century-Fox has blue-rinted an off-the-Culver City lot V film production subsidiary and is said that M-G-M will do like-ise by early winter. RKO Radio ictures and Warner Bros., among rong holdouts, are reported to e doing TV research and planning ehind closed doors.

Paramount is actually in the TV lm production business through s subsidiary, Paramount Tele-ision Productions Inc. Besides perating KTLA Hollywood, it syn-icates *Time for Beany* and other ideo programs.

KOIN TV CENTER
Portland Site Purchased

URCHASE of a half-block of owntown Portland property as site r a television center was an-ounced last week by Harry H. uckendahl, vice president-general anager of KOIN Inc., Portland, re.

Mr. Buckendahl said that the 0,000 sq. feet of available ground pace thus acquired will provide dequate facilities for the earliest stablishment of KOIN-TV if and hen FCC approves the company's V application.

HREE CBS-TV film series, *Gene utry Show*, *Range Rider* and *Files of effery Jones*, have been sold to Societa adio Audiziani Italia, Rome, Italy, r three year run starting January 953.

IT'S WEWS (TV)
In 'Press' Polling

NINE of 13 first-place awards went to WEWS (TV) in the 1952 *Cleveland Press* viewer popularity poll of local Cleveland TV shows, released Thursday. WEWS (TV) shared one first with WXEL (TV), which won two first places, while WNBK (TV) took one first. Results are:

Best program: Giant Tiger Amateur Hour (WEWS), On the House (WEWS), Polka Revue (WEWS).

Best performer: Bob Dale (WEWS), Gene Carroll (WEWS), Paige Palmer (WEWS).

Best women's program: Beauty for You (WEWS), Living Fashion (WNBK), Women's Window (WEWS).

Best children's program: Charming Children (WNBK), Uncle Jake's House (WEWS), The Big Wheel (WEWS).

Best public service program: Meet Your Schools (WEWS), Western Reserve U. Telecourses (WEWS), Pooch Parade (WEWS).

Best male singer: Randy Culver (WEWS), Ken Ward (WNBK), Bob Whelan (WXEL).

Best girl singer: La Reyne Dahl (WEWS), Janet Haley (WEWS), Judy Dell (WEWS).

Best live music: On the House (WEWS), Pappy Howard (WEWS), Polka Revue (WEWS).

Best sportscaster: Bob Neal (WEWS and WXEL), John Fitzgerald (WXEL), Tom Manning (WNBK).

Best newscaster: Dorothy Fuldheim (WEWS), Warren Guthrie (WXEL), Tom Field, (WNBK).

Best disc jockey: Bob Dale (WEWS), Barbara Page (WEWS), Linn Sheldon (WEWS).

Best movies: WXEL, WNBK, WEWS.

Best commercial: Sohio Reporter (McCann-Erickson on WXEL), 10:30 Theatre (Ketchum McLeod and Grove on WEWS), and Leisy's Premiere Theatre (McCann-Erickson on WXEL).

ROGELL TO FILM
VFW 'Medal of Honor'

FILMING for TV of the Veterans of Foreign Wars radio series, *Medal of Honor*, has been arranged with Rogell Productions Inc., Hollywood. The series dramatizes the stories of American heroes who won the Medal of Honor.

The announcement came last week from Frank C. Hilton, VFW commander-in-chief, after what was described as "protracted negotiations." The half-hour pictures will feature Medal of Honor winners in the Civil War, Indian wars, Spanish-American War, Philippine Insurrection, World Wars I and II and the Korean Campaign. The radio series featured men in only the three last-named conflicts.

The TV plans originally were made when the *Medal* radio series began early in 1950. The radio program series received a special award from Freedoms Foundation of Valley Forge, Pa., last February. The TV films, to be made in cooperation with the Dept. of Defense, will contain film footage made in actual combat, in the heroes' home towns and in Hollywood studios, according to Albert S. Rogell, director-producer and president of Screen Directors Inc.

Jon Yost, radio-TV director of the Russell C. Comer Co., which produced the radio series, will be script supervisor and writer for the TV series. He already has prepared the first 13 scripts.

892-R
RCA
FIRST
forced-air cooled tube
... still a favorite
Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.
Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.
Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!
RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

82nd in Population

among Sales Management's 162 Metropolitan Counties

IF your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 years.

Les Johnson, V.P. and Manager

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS

We're beating the drum

because you'll find that LOW-low cost per thousand radio homes delivered makes

KWK the radio buy in St. Louis!

Your Katz man has the facts ready in printed form—all based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

programs promotion premiums

INITIAL broadcast of *Time Capsule*, described as first regularly scheduled program designed for re-broadcast 100 years from now, was heard on ABC radio last Sunday. Producer Bill Berns attempted to "capture the rhythm, color and shape of events which identify the people of today." Each program in the series will be recorded on magnetic tape, sealed and deposited in suitable repository for revival in 100 years.

MUSICAL EXPERIMENT

AUDIENCE reaction shows that many musical radio programs in the future may be slated for a change, according to an experimental broadcast presented by KXYZ-AM-FM Houston. Fortnight ago, *Saturday at the Shamrock*, show carried on the full ABC network, was set up so that listeners could hear music in three dimensional sound. Resulting full richness of tone, station relates, was picked up only by listeners who tuned in both AM and FM receivers at the same time.

TV TEACHES SWIMMING

SWIMMING lessons are now available to televiewers in the Baltimore area on WBAL-TV. A series of three remote broadcasts from Carlin's Park pool are planned with Red Cross instructors giving lessons.

SPOTS STRESS CAUTION

SCHEDULE of 130 spot announcements was carried by WROL Knoxville, Tenn., during the first two weeks in June in connection with a safety campaign emphasizing careful driving. Campaign will continue throughout the month and will include a special announcement each time an accident occurs in the city or in Knox county.

CLUB NEWS SHOW

CLUB women in the Detroit area are given a chance to air news of their organizations on *Gal About Town*, new program broadcast twice weekly on WXYZ Detroit and sponsored by Modern TV & Appliance Co., that city. Show features Mary Lee Lippincott who discusses a "Club of the Day," telling how the group was formed and particulars about leading members.

TV SET sales were 24% higher in May for Admiral Corp., Chicago, than in the same period last year. Dealer inventories were at the lowest point in 12 months, with company distributors having only one-third as many TV sets in stock as a year ago, according to Wallace C. Johnson, Admiral vice president in charge of sales.

NEVER SAY DIE

DAYTIME only stations can provide thorough election coverage too, according to KBOE Oskaloosa, Iowa. Station was unable to broadcast evening returns of the primaries held in the state June 2 so an "election party" was held in the studio. Everyone was invited. Coffee and doughnuts were served and as the returns came in, they were posted on the blackboard in the lobby of KBOE for station's guests to read.

AIR-RAID BROADCAST

MULTI-remote broadcast of Connecticut's first air raid test was handled fortnight ago by WTIC Hartford and fed to a group of stations through the state. Pickups were made from air raid shelters, the state's Civil Defense communications center and local control center. Eight engineers, seven announcers and three producers were assigned to the broadcast.

REBROADCAST PLANS

CUSTOMS, music and personalities of Austria compose format for *Viennese Varities*, new weekly half-hour show on KFAC Los Angeles. Sponsor is Baker Boy Bakeries Inc. Station relates that city's Austrian colony has given the broadcast such support that tape recordings are being prepared for rebroadcast on Austrian State Radio.

TV LAW CASES

SERIES using "real" people in fictional law cases was begun at WTOP-TV Washington on June 17. *Letter of the Law* each week will present real judges, lawyers and personalities playing themselves in everything but the fictional case under consideration. TV audience will be "sworn in" as a jury and will decide the fate of the defendant.

REQUESTS PROVE PULL

SUCCESS story titled "2,252 Requests—Or One Bank Run That Made the Bankers Happy" fronts a program schedule released by WSM-TV Nashville. First National Bank in that city sponsored a one-time announcement offering listeners plastic dime savings banks. Following day, 2,252 banks had been given out in 14 branches throughout the city, according to bank officials. To further prove station's pull, requests were received from people who had heard the spot in 94 towns in Tennessee and Kentucky.

'OPERATION SUNBURST'

AUDIENCE and sales promotion drive for summertime viewers and sponsors was launched last week by WLWT (TV) Cincinnati. "Operation Sunburst" features $50,000 contest for viewers with six-room completely furnished modern home going to the first-place winner. Theme of competition is "If I Were a President." Contestants are asked to answer 90 questions pertaining to the Presidency and write a short essay on what he would do if he were the White House resident.

HOME DECORATING SHOW

WEEKLY quarter-hour Sunday night show, *Royal Tile Time*, made its bow last Sunday on WFIL-TV Philadelphia. Program, sponsored by Royal Tile Co., is designed to provide home owners with unique home improvement ideas. Husband and wife team of Mark and Vivian Olds are featured in dramatic sketches presenting hints for home decorating. Agency for the account is Robert J. Enders Adv., Phila.

DRUGGISTS ATTEND SEMINAR

TELEVISION seminar was held for Gallaher Drug Co., midwestern chain, in WLWD (TV) Dayton studios last week. Speeches were made by several station executives. Workshop, demonstrating various types of commercials and showing camera tricks, was featured on the program. Question and answer period was also arranged for the Gallaher personnel.

COURTESY TICKETS

COURTESY Week in Cleveland is providing material for TV programming. Newsreel cameramen are sound-filming motorists in the city as policemen order them over to the curb to give them a ticket. Surprised reaction of the motorist who has been driving carefully and his change of attitude when he receives the "ticket"—for a Cleveland Indians ballgame—are recorded for broadcast by the cameraman. Gimmick, originated by WEWS (TV) station manager J. Harrison Hartley, is being used by all three local TV outlets.

SOONER or LATER
some aggrieved listener accuses you of

LIBEL OR SLANDER

and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

Sales Lift With Swing Shift

(Continued from page 29)

ling power came when KNUZ mpaigned for blood donors and 500 pledges. Amusing experi- e happened when the Houston rt Shop, one of the night pro- am's sponsors, offered a free ol of nylon fishing line to lis- ers who called at the shop on turday morning. Copy was in- ded to read to the "first ten" o appeared, but the agency itted the qualifying number. sult was a deluge of customers the sports shop, the manage- nt of which now is convinced of dio's power. The shop carries two lf-hour segments giving weather orts, fishing data and similar formation each fishing season.

KFAC Los Angeles

After 18 years' experience with -night programming, KFAC Los geles has worked out a format fering from most other 24-hour erations. While the 12-to-1 a.m. ogramming is of movie music d show tunes, from that time on e music becomes definitely clas- al in nature. At 5 a.m. music erts to more popular songs to nd with the 6-8 a.m. *Coffee Cup ncert* with which the station rts its daytime broadcasts. The entire 12-to-6 a.m. segment sold to the Hollywood Ranch rket, a large independent that erates 24 hours a day. Manage- nt of the market agrees that the ogram has been successful, for it ints to various instances of un- ual sales. At Christmas, a year o, the market was able to sell ,000 Christmas trees at a time en the items were a drug on the s Angeles market. Another ex- ple was the sale of 3,000 cases eggs in two nights. In neither se was any other advertising me- um used except radio.

While the late operation has not ways "made money" for the sta- n, General Manager Calvin J. mith feels that "it enhances our al position and builds a certain nount of listening habit which is luable to our daytime operation."

WIP Philadelphia

In Philadelphia, WIP has been on the air continuously since Dec. 5, 1938, when it launched its late hour *Dawn Patrol*. The same m.c., Joe McCauley, has handled the program nearly ten years. The show follows a music and news format with Mr. McCauley playing requests sent in by letter or telegram. From 20,00 to 25,000 letters and telegrams are received yearly.

From March 8, 1939, for more than eight years The Pep Boys, auto appliance firm, sponsored the program. Their results were clear and definite and were proven over and over by store "specials" that tied in with the show. During the time the firm used the show its only other advertising was in the mail order section of the Sunday newspaper.

In 1947 format of the show was changed to accommodate three sponsors: a night club, a beer distributor and a TV and radio store. From this beginning the show gradually has changed to the present co-op sponsorship plan. Program is sold on a 13-week basis with each sponsor receiving 22 quarter-hours a week. Time is rotated each night. Three quarter-hours are given for six nights and four on the seventh. At present, the program accommodates seven sponsors.

So popular has *Dawn Patrol* become that top recording artists and other talent consent to frequent guest appearances. Recently Krass Bros., clothier using the program exclusively, announced a sale on the program to such success that police had to control the crowd. Other present advertisers include Kaiser-Frazer, Premier Record Co., exclusive on the program, and Charles Antell.

KCBQ San Diego

Rounding out its first year as San Diego's only 24-hour station, KCBQ reports the after-midnight segment of its operation successful both financially and in listener interest from the first. The station programs Monday through Saturday, allowing one night a week for maintenance of studio and transmitter.

Music follows the regular KCBQ format of popular and pop-concert with most numbers on the "sweet" side. No race, western or hillbilly records are used. First two hours are primarily new tunes in the straight pop field with accent on vocals but with a good instrumental- spotted about every third disc. Second two hours are devoted to pop-concert and largely employ LPs of show music. The third two hours are early morning format—bright tunes, some novelties and an occasional march or polka. Announcer (no disc jockeys at KCBQ) is Jim O'Leary, 25-year-old Marine Corps veteran. News is an important part of the program.

The entire segment has been sponsored since it began. Ruling out participating programs, management decided to sell the show to one or two sponsors. First segment was sold to a local used car account and the second to a small television retailer, The Video Store, which was so successful that the owner reported the program "one of the best media buys we ever made. The overall advertising impact of 36 hours per week on the community even at that late hour was very evident from our increased business."

At the end of the second 13-week period the TV store transferred its business to other times on the station and the account was sold to Waldorf-Dawson, a home freezer distributor.

Charles E. Salik, president and general manager, says 24-hour operation pays off in programming, promotion and sales and is practical for stations in any major market.

KMOX St. Louis

Since 1948 KMOX has been on a 24-hours-a-day basis with its *All Night Frolics* from 11:35 p.m. to 5:45 a.m. Hillbilly, western and folk music records are used almost exclusively. News is presented on the hour and half-hour and complete weather reports covering the entire area are aired three times nightly.

Some time ago, Stan Levey, manager of night operations for the station, experimented by cutting down the hillbilly programming and using pop records instead, but after six weeks complaints were so heavy the former format was restored.

Sponsorship is good with most of the advertisers having used the program two years or more. The majority of the accounts are on a per inquiry basis and firms using the station also use similar programs throughout the country.

KMOX is the only station in the St. Louis metropolitan area operating around the clock at present.

WWDC Washington

Since 1942 WWDC Washington has operated 24 hours a day with a simple format of news on the half-hour, interviews with celebrities and with just ordinary people and popular records that don't jar the ears. Important element in an

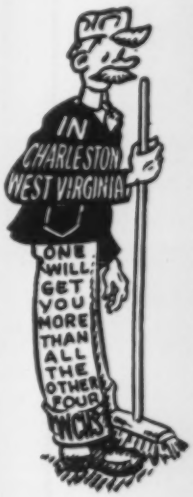
(Continued on page 86)

Mr. William J. Lewis
#1 Lux Promoter
New York City, N.Y.

Dear Bill:

Sometimes I wunder where we git all the bizness thats done here in West Va. Hit seems as bizness is bublin' up all over th' place just like from Lux' lather. The figgers I just seen on th' boss' desk show 'lectric power prudction up 35% ovur last yr. and bildin' permits up 16%. Comsumir sales taves is up 16% so peeples must be a'spendin' money. These are beautiful bizness figgers and, by gosh, our winmin is jist az beautiful. Ov course, they keep thet way by uzing Lux which they heers about on WCHS with 5,000 on 580.

Yrs.,
Algy



WCHS
Charleston, W. Va.

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

KGW

THE People's Choice* IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Sales Lift

(Continued from page 85)

all-night show, WWDC management feels, is that it is relaxing without putting people to sleep. Since the audience ranges from cab drivers to late spooners WWDC feels the disc jockey handling the show should not be a "cornball" comedian. Their answer to this problem is Felix Grant who conducts the program from 1 to 6 a.m.

On weekends, the records are mostly dance music since Washington is not a night club town and at-home parties usually tune to stations with that type of music.

Consistent sponsors of WWDC's *Yawn Patrol* have been Peoples Drug stores (newscasts), Super Music stores (one hour nightly), Eastside Cab Co. (spots each night), Marvin's Clothing Store (spots), White Tower restaurants (half-hour) and others. All the accounts use WWDC during daytime periods as well.

NATIONAL business accounts placed with WKRC Cincinnati are 65% higher now than they were at this time last year, according to David Taft, manager of Radio Cincinnati Inc.

'RETURN TO QUALITY'

Ed Craney Urges Network Affiliates

A RETURN to "quality programming" by all network affiliates was urged last week by Ed Craney, of the Pacific Northwest Broadcasters.

Mr. Craney is president-general manager of KXLY Spokane, Wash., an affiliate of CBS.

With the CBS Radio Affiliates meeting in New York July 1-2 in mind, Mr. Craney sent a letter last week addressed simply, "Mr. Network Affiliate." Its overall tone is:

"Radio must again be made important."

Mr. Craney pointed to a current decline in network radio. "One reason for the decline is, of course, due to the same people selling TV, the glamour child, as have been selling radio.

"This is being overcome," he added, "in the most part, by establishment of separate radio and television organizations within the framework of an overall communications company.

"If those operating the radio and television networks believe the only way a schedule of national network programs on radio can be maintained in the 1952-53 season is through a radio network rate cut, then, of course, a rate cut is inevitable.

"Such a rate cut distributed to the stations equally on a national basis is most unfair," Mr. Craney charged, "and as the first rate cut a year ago will solve nothing except momentarily placing a few dollars on network radio. Some fundamental thinking and action must be effected," he urged.

"Radio must again be made important," he declared. "This means we must see what radio can do best, music, news, word pictures. It means we must again view what we, who are responsible for radio, are doing to it. Radio must have some important shows not duplicated by TV. Radio must have a house cleaning. The lengthy, repetitious, non-interesting commercial must be abolished as should double, triple and sometimes even four or more commercials via the cowcatcher and hitch-hike method. The advertising of products we considered questionable in the past, should be reviewed."

Mr. Craney concluded "There are only two methods of lawful radio operation possible — *quality* or *quantity*. It is not possible to simultaneously emulate both. America has looked to network operation for *quality* in the past. Let us, the affiliates, sit down and find a way to again return *quality* to our airways. Let us again give the people of America a reason for listening."

NO RATE CUTS

Several Stations Up Prices

TEN of 17 stations at the semi-annual convention of the Assn. of Independent Metropolitan Stations held May 26-28 in Louisville, Ky., announced plans for increases in their rates.

None were contemplating a rate cut, despite vigorous rate competition attributed to network affiliates in several markets, it was reported. One station owner, Todd Storz of KOWH Omaha, said, "Our audiences are larger than ever. We deliver them at a lower cost per thousand than any other media, and, in most instances, at a lower cost than competing stations. Our business volume is at a record high. We cannot agree with those persons in high places who are willing to sell radio short. We believe our rates are disproportionately low in relation to value delivered. We're ready for an immediate upward revision."

ROTATING bulletins, 12½ x 47 feet, placed throughout metropolitan Los Angeles, read "Music You Like—Just Enough News—All Day Long—KBIG The Catalina Station, 740 on Your Dial" and pictures housewife at kitchen radio and motorist at car radio.

WOV RATES RISE

Revenue Figures Also Go

WOV NEW YORK announced last week that not only are its revenues up, but that its rates are following suit.

General Manager Ralph N. Weil reported that the independent station's revenue for May was 30% higher than the same month a year ago.

The rate card revision was described as "generally upward." WOV's daytime and nighttime rates are the same, under a 10 year-old policy.

Referring to the May 1952 gain over May 1951, it was pointed out that WOV "has been proving radio's vitality in all the statistics it has released for months."

WISN BIRTHDAY

Station Marks 30th Year

WISN Milwaukee yesterday (Sunday) began a week-long celebration of its 30th birthday anniversary. Special broadcasts included the reading of congratulatory messages from Wisconsin Gov. Walter Kohler and Milwaukee Mayor Frank P. Zeidler. Harry D. Pecker, WISN station manager, acknowledged the messages on behalf of the station.

WISN, 1150 kc with 5 kw, is owned and operated by the Hearst Corp. Gaston W. Grignon has been associated with WISN since its beginning in 1922 and has been general manager for the past 2 years. Station has been a CBS affiliate since 1929.

Joseph Antoine Hardy

JOSEPH ANTOINE HARDY, 68, president, Jos. A. Hardy Ltd., station representative firm in Montreal, Toronto and Quebec, died June 14 at his home at Montreal. In radio for almost 25 years, he had been promotion manager of CHRC Quebec, until 1946 when he started his firm which represented stations in the Quebec province. He was known as an authority on Quebec French-language radio operations. He is survived by four daughters and a son.

Listen to what $250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott:
"Your 1951 Marketbook surpassed your excellent 1950 Marketbook."

MORSE INTERNATIONAL—Chet Slaybaugh:
"The Marketbook is indispensable in my end of the business."

COMPTON ADVERTISING—Frank Kemp:
"A most valuable tool. Convenient and time saving."

FOOTE, CONE & BELDING—Lillian Selb:
"The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

LEVER BROS.—Stanley Pulver:
"A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—'get this out fast.'"

S S C & B—Frank Mineham:
"We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

HARRY COHEN ADV.—Mary Dunlavey:
"The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D.&O.—Frank Silvernail:
"It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville."

BIOW COMPANY—Terrence Clyne:
"We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES—Mary McKenna:
"It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

"Sure, reserve my space today and put my ad near my own listings."

DEADLINE: JULY 20 FOR 1952 MARKETBOOK

BROADCASTING TELECASTING MARKETBOOK

WDUZ
ABC NETWORK
in GREEN BAY, WIS.

MARKET . . . SIGNAL . . . AUDIENCE . . . MAKE WDUZ "BASIC" WITH ABC ADVERTISERS IN WISCONSIN. (LIST ON REQUEST.)

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

ELECTIONS

Gray Joins Trustee Board

ECTION of Gordon Gray, pres- of WSJS Winston-Salem, C., and the U. of North Caro- and of William Balderston, ident of Philco Corp., to the d of trustees of the Committee Economic Development was an- ced last Thursday by Marion Folsom, CED chairman.

mong others elected trustees e non-profit economic research education organization were: es L. Allen, of Chicago, senior ner and chairman of the exec- e committee of Booz, Allen & ilton, station brokerage firm, Stanley Marcus, of Dallas, ident of Neiman-Marcus Co. now has 143 trustees.

ree Silenced

EE stations — WNEW and CA New York and WAAT ark—went off the air with one e last Monday when the top heavy crane, replacing a worn r main in the Jersey City r supply system, struck power leading to the New Jersey smitters of the three stations. EW and WAAT were off the bout 20 minutes and WMCA t 40 minutes, when it put its liary transmitter into service.

w Story

ATEST reason for a sta- on sign-on failure comes rom General Manager James H. Fitzpatrick of WLYC Williamsport, Pa. Engineer Paul Bosted, who was to open he transmitter, got caught ehind an unbudging herd of attle one morning on a ountry road that leads up a ountain toward the sta- on's transmitter. Cattle roved unconvinced that ra- io is on deadline. Result: tation signed-on 25 minutes ate.

REENVILLE is
OUTH CAROLINA'S LARGEST
TROPOLITAN AREA . . .
In RETAIL SALES
EENVILLE $167,610,000
umbia 146,483,000
arleston 135,000,000
Sales Management 1952
AKE IT YOURS WITH
WFBC 5000 WATTS
NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knodel

allied arts

JOHN W. LOHNES, elected vice president in charge of sales for Jeffers Electronics and Speer Resistor Div., Speer Carbon Co., Saint Mary's Pa.

ROBERT SEWARD, Paramount Pictures publicity department, to Fritz Ufer & Assoc., Hollywood, public relations firm.

SAMUEL ABELOW, formerly with CBS advertising and promotion department, N. Y., to BAB's national promotion staff as presentation writer.

WILLIAM J. GREASER, General Electric Co., to Richard H. Rogers Co., N. Y., as account executive and head of manpower development field through audio and video slide films.

JACK H. MOULTHROP, president, Radio Television Supply Co., L. A., has purchased entire interest in firm which distributes Stromberg-Carlson radio and TV sets, electronic and recording equipment.

Mr. Moulthrop

M. KIRTLEY HARRISS promoted to southwestern manager, Gould, Gleiss & Benn Inc., Chicago marketing consultant firm, with headquarters in Houston.

ADOLPH L. GROSS Assoc., new firm of manufacturers representative and sales consultant specializing in electronic accounts, opens office at 45 W. 45th St., N. Y. **ADOLPH GROSS** is president; **ROBERT HERTZBERG** is vice president.

JERRY D. LEWIS, writer, ABC Radio *This Is Your FBI*, has formed **JERRY D. LEWIS PRODUCTIONS** at 15219 Sunset Blvd., Pacific Palisades, for production of radio-TV packages.

ED MANNING to Gordon V. Thompson Ltd., Toronto, as manager of record division.

DAN THOMAS, Universal-International, elected president of the Publicists Guild, Hollywood, succeeding **KEN CARTER**, from same studio. Other new officers are: **ROY CRAFT**, 20th Century-Fox, vice president; **HOMER DAVIES**, Columbia Pictures, treasurer, and **PATRICIA McDERMOTT BARNES**, CBS Hollywood, secretary.

ALL-CANADA RADIO FACILITIES Ltd., appointed by Charles Michelson Inc., N. Y., as Canadian distributor for Gennett, Speedy-Q and EMI sound effects record libraries.

ROBERT JOSEPH, head of publicity for Filmakers Inc., Hollywood, joins Harry M. Popkin Productions, that city, in similar capacity.

A. B. HUNT, manager of Communications Div., Northern Electric Co. Ltd., Montreal (Canadian subsidiary of Western Electric), was elected president of Radio-Television Manufacturers Assn. of Canada at 23d annual convention on June 13 at Bigwin Inn, Ontario.

W. E. HENGES, president, Graybar Electric Co., N. Y., elected trustee of Union Dime Savings Bank, that city.

THOMAS A. KENNALLY, chairman of distribution committee and vice president, Philco Corp., received honorary Doctor of Laws degree at commencement at La Salle College, Phila.

BURNS W. LEE Assoc., L. A. (public relations firm), moved to new headquarters at 607 S. Hobart Blvd. Telephone is Dunkirk 8-4131.

FREDERIC A. CARR, director for ABC-TV and CBS Radio, signs as free lance director with Lester Lewis Productions for *Hollywood Screen Test* and David Lown Productions for *Better Home Show* and *Harmony House*.

Equipment . . .

PICKERING & Co., Oceanside, L. I., announces development of new 410 audio input system designed to serve as audio control center. Three input channels are provided, two for high level audio signals and one for magnetic type pickups.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces production of new voltage-measuring reactor to provide increased safety in measurement of dc voltage by insulating instrument circuit from power source.

ELECTRO-VOICE Inc., Buchanan, Mich., has issued condensed catalog No. 113 illustrating and describing current line of microphones for TV, radio, recording, P.A. and communication.

Technical . . .

CHARLES R. NEWTON to WDRC Hartford, Conn., as control room operator and transmitter engineer.

MICHAEL McMULLEN, engineering staff, KNXT (TV) Los Angeles, to Oregon Television Inc., Portland, as director of technical planning.

Mr. McMullen

M. LEONARD SAVAGE returns to WLBR Lebanon, Pa., as chief engineer after two years with Army in Korea.

CHARLES A. JOHNS, technical staff, KDKA Pittsburgh, returns to station after second tour of duty with Navy.

WFIN Internship

SUMMER radio-journalism training has been instituted jointly by WFIN Findlay, Ohio, and Ohio U. of Athens (Ohio), the station notes. First person to take part in the program is Benjamin L. Mortan, who already has begun his internship at WFIN. This experience will make him eligible for special seminar study when he returns to Ohio U. next fall.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for *Dependable, Exact Time-keeping.*

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.
Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years
207 WILLOUGHBY AVENUE • BROOKLYN 5, NEW YORK

CAPT. BILL CALVERT (r), who was with WPAT Paterson, N. J., before recalled to active duty with the U. S. Army Ordnance Corps, tape records an "on the job" interview with Sgt. Alfred Ludwicki, Brooklyn, N. Y. Capt. Calvert, ordnance public information officer for the Eighth Army, is producing a series of special radio programs for the Far East Network in Korea.

Cecil Hind

FUNERAL services were conducted in Hollywood, June 15, for Cecil Hind, 54, night news editor of NBC radio, Hollywood. Mr. Hind died June 11 of a cerebral hemorrhage. Before he joined NBC seven years ago, he was news editor of *Seattle Post-Intelligencer*. Surviving are his wife, Bettie, and three children.

the player

Capitol's new, low-cost open end dramatic show

15 minute dramas—mystery, comedy, adventure, westerns
—easier to program
—easier to sell!

Audition discs and brochures available now!

CAPITOL RECORDS
Distributing Corp.

BROADCAST SALES DIVISION
1453 No. Vine, Hollywood 28, Calif.

RADIO 'FARMERS' *Plow Program Furrows In Washington Meet*

AGRICULTURAL programming on TV and information services provided by the government highlighted a two-day conference of the National Assn. of Radio Farm Directors at the U. S. Dept. of Agriculture in Washington last week.

Nearly 60 farm broadcasters, many of them representing combined AM-TV broadcast operations, met with Agriculture Dept. officials and Congressmen Monday and Tuesday.

Television at the station and government level dominated discussions, with government specialists sounding the theme that eventually farm broadcasters will occupy the same niche in television as in radio.

Problems in presenting video farm shows were thrashed out in a panel session led by Maynard Speece, Radio & TV Service, Dept. of Agriculture. Kenneth Gapen, assistant director of information for radio-TV, also participated.

Mr. Speece stressed the importance of variety and "idea presentations" in reaching both the consumer and the rural audience. He sounded out farm broadcasters on a kit (scripts, visual aids), which the Dept. of Agriculture proposes to distribute to the 100-plus TV outlets for use with agricultural shows.

Special Events Value

Value of agricultural programming lies in planned special events rather than in spot news coverage, Mr. Speece noted, citing the medium's continued search for new techniques in airing news. Additionally, station policy on target audiences — consumer vs. rural viewers—was reported as varying in different communities. Emphasis was placed on general programming until such time as TV penetrates rural areas and on the exchange of program material among TV stations as an economy measure.

Farm broadcasters were urged to take the initiative on programming consonant with community needs. The Dept. of Agriculture is severely limited by lack of funds, they were advised, with a budget pegged at $34,000 covering radio-TV, lowest for any section in the department. The department was cut 25% for fiscal 1953, in addition to another 10% under the Byrd economy rider affecting numerous government agencies. As a result, all but network radio has been affected.

The agency has been active on one TV front—preparation of a series of five-minute films for distribution to TV outlets. Production costs run close to $1,250 for the prints.

Suggestions for improvement of the government's information newsletter to NARFD members and other services were reviewed. R. L. Webster, director of the Office of Public Information, headed a panel that included Homer Martz, KDKA Pittsburgh; Mal Hansen, WOW Omaha and others.

The TV and information session capped formal discussions Tuesday morning. Later RFDs met with farm organizations with a luncheon at the Washington Hotel. Farm broadcasters made recordings for local station use.

Highlight Monday was a meeting with Agriculture Secretary Charles F. Brannan and with the Agriculture Committees in Congress. Panel talks with government research, production and marketing officials rounded out the agenda. A reception and dinner were held at the Mayflower Hotel Monday under NARFD auspices. Tuesday session opened with a Point Four progress report.

Registration at the meeting follows:

Alampi, Phil, WJZ New York; Andrews, Harry, Mr. & Mrs., WLW Cincinnati; Arnold, Burnis, WHAS Louisville; Battles, Roy, WLW Cincinnati; Betts, Joe, Farm Bureau Federation, Washington; Bond, Al, Ext-RFD, Pullman, Wash.; Bradshaw, John, CRFB Toronto, Canada; Brenner, Bernard, UP Farm Radio, Washington; Calkins, C. F., Conklin Mann & Son, New York; Carroll, Chas., Mr. & Mrs., Carl Byor & Associates, Chicago; Chase, John, Mr. & Mrs., WHFB Benton Harbor, Mich.; Diamond, Bill, Chicago; Eagon, Bruce, KOTV (TV) Tulsa, Okla.; Eshbach, Chas., New England Mktg. Service, Boston; Enright, M. C., American Petroleum Institute, Pittsburgh; Evans, Phil, KMBC Kansas City, Mo.; Fleming, Phil, PMA, New York; Freeland, Bayne, Chicago, Ill.; Galusha, Merl, WGY Schenectady; Gapen, Ken, U. S. D. A., Washington; Gifford, Claude, Farm Journal, Washington; Gray, Cliff, WSPA Spartanburg, S. C.; Gurley, Del., Swift & Company, Chicago; Haffert, Wm., Mr. & Mrs., WPTZ-TV Philadelphia; Hansen, Mal, WOW Omaha; Harper, Dix, WIBC Indianapolis; Hass, Howard, Mich. State College, E. Lansing; Heath, Howard, WPAG Ann Arbor, Mich.; Herzman, Carl, KLZ Denver; Hughes, Charles, Armour Livestock Bureau, Chicago; Hunter, Geo. WGAN Portland, Me.; Haystead, Lad; Hyman, Thedore, Ext-RFD, Blacksburg, Va. Jennings, Jack, Coop League, Washington; Kany, Howard, AP, Washington; Kern, Lowell, Petroleum Institute, New York; King, Joseph, Grocery Mfg. of America, New York; Kraeft, Norman, Mr. & Mrs., WGN Chicago; Laden, Norman, Medical and Pharmaceutical Information Bureau; Langfitt, Merrill, KMA Shenandoah, Ia.; Laustsen, Vern, Bert S. Gittins Adv., Milwaukee; Lewis, Clem, Mr. and Mrs., Ext-RFD, New Brunswick, N. J.; Lyon, Carthy, Don, Mr. & Mrs., Amer. Hereford Assoc., Kansas City, Mo.; McDonald, John, WSM Nashville; Martz, Homer, KDKA, Pittsburgh, Pa.; Miller, Hank, Voice of America, New York; Miller, Bob, WRFD, Worthington, Ohio; Morrow, Keith, CBC Farm Supervisor, Toronto, Canada; Orr, E. V., KSL, Salt Lake City; Osborn, John, BROADCASTING • TELECASTING, Washington; Peach, Don, KOA Denver; Quann, Homer, WSVA Harrisonburg, Va.; Raymond, Frank & Sue WDVA Danville, Va.; Reiber, P. R., New York; Roesner, Geo., KTRH Houston; Rothmann, Dene, 4-H Committee, Chicago; Ruhmann, "Doc," WBAP Ft. Worth; Reynolds, Dana, MSA, Washington; Saunders, Sandy, WKY Oklahoma City; Schmitz, Harold, KFEQ St. Joseph, Mo.; Seaman, Gerry, Bert S. Gittins, National Farm & Home Hour; Seabrook, Paul, Bert S. Gittins Adv., Milwaukee; Seyler, Wes, WIBW Topeka, Kan.; Slusarczyk, Ed, WIBX Utica, N. Y.; Smith, Bob, WGAR Cleveland; Sykes, J. D., Ralston-Purina, St. Louis; Tait, Elton, Penn State College, State College; Tautkus, Alex, WPAG Ann Arbor, Mich.; Thompson, Dave, Grocery Mfg. Assoc., New York; Timmons, Jack, KTBS Shreveport, La.; True, Scott, WFTM Maysville, Ky.; Turner, John, WBUT Butler, Pa.; Tuttle, Dr., WHAI Greenfield, Mass.; Visser, Pat, NBC Chicago; Warner, Al, WFBL Syracuse, New York; Webster, Lyle, U. S. D. A., Washington; Wells, Dr., Buffalo, N. Y.; Winks, Don, Medical and Pharmaceutical Information Bureau; Zeis, Geo., WHEC Columbus, Ohio; Zipf, Bill, WBNS Columbus, Ohio.

ARBI SURVEYS

Joint Effort in Rochest

FOUR member stations of the Radio Broadcast Management Council of Rochester, N. Y., are taking part in Advertising Research Bureau Inc. surveys, it was announced last week.

WARC WHAM WRNY and WVET, all Rochester, are sponsoring four consecutive ARB surveys. Stores which are being tested are Sears Roebuck & Co., Projansky Inc., E. W. Edwards Son and McFarlin Clothing Co.

The Rochester stations are dividing the cost of the surveys as well as dividing appropriations from the stores in this manner:

The lowest frequency discount Class B time rate of each station was added together. Each station's percentage of the total was then applied to the cost and appropriation of advertisers.

Jack Knabb, public relations counsel, RBMC, predicted that joint effort may set a pattern for other cities to follow.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 820
HOUSTON, TEXAS	TEL. ATWOOD 853
WASHINGTON, D. C.	TEL. METROPOLITAN 052
MONTREAL, QUE.	TEL. ATLANTIC 944
NEW YORK CITY	TEL. MURRAY HILL 9-020

C ACTIONS

Tobacco, Pass Book Firms

LEGED advertising misrepre-ations in radio, television as as in printed media figured in ons taken by the Federal Trade mission last week. Involved manufacturers of two name-d cigarettes and a firm handl-pass book advertising.

FTC trial examiner, in an al decision, recommended that false advertising complaint inst American Cigarette & r Co., New York, (Pall Mall rettes) be dismissed "for want rosecution." Decision becomes next month unless docketed commission review.

xaminer Earl J. Kolb observed the firm has discontinued e of its advertising claims and other charges "are not sus-able by proof." While the ia in which the ads appeared e not specified, the company used radio-TV broadcasting in years. Claims were made for ection of the throat against tation.

a second cigarette case, FTC oral argument last Tuesday similar complaint involving p Morris & Co. Firm had ap-ed an initial decision by a ring examiner.

similar complaint was directed FTC at respondents trading as ropolitan Pass Book Co., New . They were accused of mis-resentations in radio and TV mercials involving a "pass book rtising scheme."

cording to the complaint, the artners represented that pur-ers of the books would re-d $175.50 worth of guaranteed es" entitling them to admis-to theatres, bowling alleys and ng rinks—all without extra beyond the $1.98 charge for the

---

DAVIS Musical Enterprises, Y., has been commissioned by na Brewing Co., through Adver-Counselors of Arizona, to write d 60 second musical commercials A-1 Pilsner beer. Spots will be in Arizona and New Mexico.

1880 Thomas C. Gooch 1952

FUNERAL SERVICES for Thomas Caraby (Tom) Gooch, 72, board chairman of KRLD-AM-FM-TV Dallas and publisher of Dallas' *The Daily Times Herald*, were held June 14. Burial was in Greenwood Cemetery, Dallas.

Mr. Gooch died June 13 at his home after an illness of nine weeks [B•T, June 15].

One of the nation's leading newspaper men, Mr. Gooch served on the staff of the *Times Herald* for more than 50 years. This half century spanned the development of the Southwest, in which the *Times Herald* and Mr. Gooch played a prominent part.

Born in Bonham, Tex., Mr. Gooch was a son of Harold Gooch, who had been born in England. The family included an ancestor who had won the title of knight as an officer under the first Duke of Marlborough. The elder Mr. Gooch had come to the West to seek his fortune in buffalo hides.

Tom Gooch's mother, the former Mattie Revel Taylor, was a granddaughter of Mrs. Mabel Gilbert, who belonged to one of the first U. S. families to settle in what was then the Mexican-Spanish region.

As a boy, Tom Gooch moved with his family to Chicago where he attended the Chicago Art Institute. He abandoned his art career to become a reporter on the *Fort Wayne* (Ind.) *News*. His next job was with the *Fort Worth* (Tex.) *Record*, but when a better opportunity arose, he went to Dallas, 30 miles east. His rise with the *Times Herald* was meteoric, thanks largely to the interest of the late *Times Herald* owner, E. J. Kiest.

Mr. Kiest had exhibited an early interest in radio, and had founded WRR, one of the first municipal stations. In 1926, Messrs. Gooch and Kiest opened KRLD. One of the highlights of Mr. Gooch's life was the birth of KRLD-TV. First telecast of the station was the Southern Methodist U. - Notre Dame football game in December 1949.

Mr. Gooch had decided against a special dedicatory program. He

said simply, "If we do a good job, the people will support us. If we don't do a good job, it won't make any difference what kind of a dedication you have had. It's what comes after the dedication which counts."

During the closing months of his life, Mr. Gooch repelled all suggestions that he take things easier. Until the day he went home for the last time, he arrived at his office by 9 a.m. to confer with business and newsroom executives.

Mr. Gooch married the former Lulu Flateau Nov. 12, 1908. She is his only survivor.

RUNYON ELECTED

Is Tom Gooch Successor

JOHN W. RUNYON last week was elected board chairman of *The Daily Times Herald*, Dallas, succeeding the late Thomas C. Gooch.

Mr. Runyon

Mr. Runyon previously had been first vice president of the *Times Herald*, chairman of its executive committee, and president of KRLD-AM-FM-TV, the newspaper's broadcast affiliate.

His new post comes in Mr. Runyon's 42d year with the *Times Herald*. He began in 1910 as a collector in the display advertising department. Since World War II, he has supervised an expansion program of *Times Herald* properties which cost more than $2½ million.

He was elected vice president of KRLD in 1937, and president in 1941.

STANDARD Radio Transcription Services Inc. has added KXOA Sacramento, Calif., KFAL Fulton, Mo., and CKTB St. Catherines, Ont., to stations subscribing to Standard Program Library.

SET SHIPMENTS

RTMA Gives 1st Quarter 1952

SET shipments to dealers during the first quarter of 1952, according to Radio-TV Mfrs. Assn. were as follows:

State	Radio Sets	TV Sets
Alabama	26,952	19,367
Arizona	9,734	4,077
Arkansas	12,662	4,786
California	99,649	146,434
Colorado	14,996	799
Connecticut	13,370	39,722
Delaware	3,764	5,573
District of Columbia	18,770	14,153
Florida	37,583	21,144
Georgia	35,471	33,313
Idaho	8,514	27
Illinois	85,939	87,757
Indiana	32,344	66,806
Iowa	22,411	30,773
Kansas	21,216	10,326
Kentucky	25,960	23,085
Louisiana	23,725	14,479
Maine	15,118	2,379
Maryland	22,905	26,324
Massachusetts	36,294	69,692
Michigan	52,328	67,087
Minnesota	23,731	23,742
Mississippi	12,776	3,943
Missouri	37,123	42,526
Montana	6,316	18
Nebraska	15,664	13,928
Nevada	2,833	6
New Hampshire	4,288	6,517
New Jersey	52,700	62,331
New Mexico	7,572	2,005
New York	172,096	185,820
North Carolina	38,995	33,790
North Dakota	8,577	26
Ohio	93,434	130,357
Oklahoma	21,792	21,729
Oregon	16,541	79
Pennsylvania	110,354	149,849
Rhode Island	3,652	11,228
South Carolina	15,935	7,960
South Dakota	9,527	139
Tennessee	25,525	21,896
Texas	86,449	56,071
Utah	7,176	9,086
Vermont	3,709	1,579
Virginia	25,793	29,121
Washington	23,944	18,889
West Virginia	18,117	17,806
Wisconsin	27,834	25,920
Wyoming	3,767	52
Totals	1,495,925	1,564,516

There's More SELL on . . .

WRNL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP.— EDWARD PETRY & CO., INC.

FARMERS

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

FINAL TV ALLOCATIONS REPORT

Extra copies of this 196-page printed report available at $3.00 each.

This complete, easy-to-read volume shows the entire city-by-city breakdowns for all 2,053 proposed stations in 1291 communities.

For extra work copies, tear copies, library copies send the coupon below. Supply is limited so order your copies now.

BROADCASTING • TELECASTING
870 National Press Bldg.
Washington 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

Name

Company

Street

City Zone State

FOR FINEST TAPE RECORDING

WGST
Atlanta, Georgia

USES
Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

JUNE 13 THROUGH JUNE 19

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

June 16 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KECC Pittsburg, Calif.—Mod. CP which authorized change in operation for extension of completion date.

WPRT Prestonsburg, Ky.—Mod. CP which authorized new AM for extension of completion date.

KNBR North Platte, Neb.—Mod. CP which authorized new AM for extension of completion date.

KDEF Albuquerque, N. M.—Mod. CP which authorized new AM for extension of completion date.

WJEF-FM Grand Rapids, Mich.—Mod. CP which authorized new FM for extension of completion date.

License for CP

WIVI Christiansted, Virgin Islands—License for CP which authorized new AM.

WVOW Logan, W. Va.—License for CP which authorized new AM.

KFBK-FM Sacramento, Calif.—License for CP which authorized new FM.

WARL-FM Arlington, Va.—License for FM which authorized changes in existing FM.

AM—1480 kc

WDAS Philadelphia—CP to change from 1400 kc 250 w to 1480 kc 1 kw, install new trans. and DA-DN.

AM—1390 kc

KYAK Yakima, Wash.—CP to change from 1400 kc 250 w to 1390 kc 1 kw, install new trans. and DA-DN.

Change ERP

KTNT (FM) Tacoma, Wash.—CP to change ERP from 10 to 20.2 kw, ant. height above average terrain from 425 to 395.5 ft.

WBEN-TV Buffalo—Mod. CP which authorized change in station to change ERP from 0.88 kw vis. 0.44 kw aur. to 53.70 kw vis. 26.85 kw aur.

TENDERED FOR FILING

AM—1380 kc

WACB Kittanning, Pa.—Mod. license to increase power from 50 w to 1 kw.

June 17 Decisions . . .

BY BROADCAST BUREAU

Extension of Completion Date

WBUD Trenton, N. J.—Granted mod. CP for extension of completion date to 9-1-52.

WBEN-FM Buffalo, New York—Granted mod. CP for extension of completion date to 10-1-52.

KSRT Beverly Hills, Calif.—Granted mod. CP for extension of completion date to 12-12-52.

WKNK Muskegon, Mich.—Granted mod. CP for extension of completion date to 1-3-53.

AM—1410 kc

WTIM Taylorville, Ill.—Granted license for new AM 1410 kc 1 kw DA-D.

Change Transmitter Location

KBMY Billings, Mont.—Granted mod. CP to change trans. and studio location.

FM-103.5 mcs (Ch. 278)

WGMS-FM Washington, D. C.—Granted license for FM 103.5 mcs (Ch. 278) 19 kw; 510 ft.

June 18 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KPOO San Francisco—Mod. CP which authorized new AM for extension of completion date.

WDJM Marquette, Mich.—Mod. CP which authorized change in power and frequency for extension of completion date.

License for CP

KLOK San Jose, Calif.—License for CP which authorized change in hours of operation, installation of DA-N, change of trans. location.

AM—1430 kc

KSID Sidney, Neb.—License for CP which authorized new AM.

AM—1430 kc

KGAE Salem, Ore.—License for CP which authorized new AM.

Change Studio Location

WFOS Fostoria, Ohio—Mod. CP which authorized new AM to change studio location and mount FM antenna on top of center tower of directional array.

AM—1150 kc

KRSC Seattle, Wash.—CP to increase power from 1 to 5 kw and install new trans.

License Renewal

Following stations request renewal of license:

WCSI-FM Columbus, Ind.; WCMI-FM Ashland, Ky.; WKBN-FM Youngstown, Ohio; WBIR-FM Knoxville, Tenn.

Change ERP

KSTP-TV St. Paul—AMENDED to change ERP from 98.7 kw vis. 54.3 kw aur. to 100 kw vis. 60 kw aur.

Change Antenna System

KEYL (TV) San Antonio—Mod. CP authorizing changes in facilities to request change in ant. system.

TENDERED FOR FILING

Change in DA

KGNO Dodge City, Kan.—Mod. CP to change from DA-DN to DA-N.

(Continued on page 95)

HOLDING telegrams from well-wishers for WNAW North Adams, Mass., debut June 6, are (l to r) Connie Tubby, program manager; Cecil B. Clifton, owner-manager and Bud E. Starcher, director and national representative. Mr. Starcher also manager of WMBM Miami Beach, Fla., and is head of a just-opened Miami office of Walter F. Bennett Co., advertising agency.

UCLA-NBC WORKSHOP

Begins in L.A. Today

TENTH annual UCLA-NBC radio workshop conducted jointly by network and U. of California at Los Angeles, starts today, Thomas McCray, director of radio network operations for NBC Western Div. has announced.

Western division members who will participate in the six-week workshop session include Mr. McCray; Harry Bubeck, manager of programs and public affairs, who will coordinate activities for the network; Frank Berend, director of network sales; Roger Sprague, director, news and special events; Helen Murray Hall, manager, advertising and promotion; Les Raddatz, manager, press department; Paul Gale, manager, station relations traffic; Andrew C. Love and Warren Lewis, producer-director.

NATIONWIDE contest for all radio and TV service dealers with entries based on service promotion campaigns conducted by these dealers between June 15 and Aug. 15 of this year has been announced by Tube Dept. of General Electric Co.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
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COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

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AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

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...ington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

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...verett L. Dillard, Gen. Mgr.
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...BOX 7037 JACKSON 5302
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26 Years' Experience in Radio Engineering
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1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

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CONSULTING RADIO ENGINEERS
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JUSTIN 6108

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Formerly Colton & Foss, Inc.
...15th St., N. W. REpublic 3883
WASHINGTON, D. C.

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WASHINGTON, D. C.
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P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

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1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
...gistered Professional Engineer"
...G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
...BANKERS INVESTMENT BLDG.
...AN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

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Appointments arranged for
San Francisco Seattle Salt Lake City
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Consulting Electronic Engineers
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1420 New York Ave., N. W.
Washington 5, D. C.

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Television Engineering Since 1929
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Consulting Television Engineer
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EMpire 1-4906
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
...et Hotel, KYA, 33 Elm Ave.
...Francisco 8, Calif. Mill Valley, Calif.
...Douglas 2-8536 DUnlap 8-4871

Member AFCCE

AMERICAN Federation of Radio Artists and *Television Forecast*, fan-program listing magazine, last week contributed $500 each to Chicago Unlimited, group organized to collect $25,000 as yearly budget for promotion of city as radio TV production center. In first 10 days of drive, cash collections were about $3,000.

INTERNATIONAL Telephone & Telegraph Corp. and subsidiaries had consolidated net income of $4,735,255 for first quarter of 1952, compared with $4,136,256 for like period of 1951. Board, on May 29 declared cash dividend of 20 cents a share, payable July 16 to stockholders of record June 13.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Managerial post open at KGAE, Salem, Oregon. Ideal conditions. Contact Gordon Allen.

Salesmen

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Experienced man wanted by independent in competitive southern market. No hot shots or fly-by-nights. Performance insures permanence and good income. Box 454P, BROADCASTING • TELECASTING.

Salesman for 1 kw in three station New York market of 350,000. Good proposition. Draw with house accounts. Box 456P, BROADCASTING • TELECASTING.

Sales engineer under 35 for broadcast equipment sales. National organization. Excellent products. Middle west. Some travel. TV experience desirable but not necessary. Replies confidential. Box 474P, BROADCASTING • TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas. Single station in sports country. Good housing. Wire or phone KPRK, Livingston, Montana.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Several mature men who have successfully sold advertising to retailers. Same basic approach as radio. Earn $50 per day on the average. Sound organization, 38 years old. You must travel. Several midwest and eastern territories open. Three men have been with this house over 20 years. Some clients over 30 years. I have known radio and advertising many years as manager and commercial manager (WGST, WSMB, WJBW, WWL, WEW). This deal is right. If you have been successful selling retailers radio, you can make money the first day, everyday. Call, write or wire A.S. (Al) Foster, c/o Syndicate Window Service, 1330 West Van Buren, Chicago 7, Ill.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer. $75.00 for forty-hour week. Emphasis on announcing. CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and full particulars. Box 438P, BROADCASTING • TELECASTING.

Announcer-engineer first phone. Emphasis on announcing. Small market, congenial staff, ideal southern community. Box 482P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 485P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65. to start—fast ups. Inland California net affiliate. Box 489P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcer—1st class engineer with pleasant voice. KMMO, Marshall, Missouri—daytime farm station.

Announcer-engineer with first class ticket needed to start at $65 weekly. Immediate opening with KPAN, Hereford, Texas.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on news, commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

Experienced announcer for 250 w independent. Salary commensurate to ability. Send complete information, audition and salary expected to WJPD, Ishpeming, Michigan.

Technical

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Chief engineer for both AM and currently operating TV properties in middle-sized midwestern city. Good immediate opportunity for top quality engineering executive. TV experience desired but not absolutely necessary. Send all information to Box 296P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

First class engineer wanted immediately. Experience not necessary. Good pay and good working conditions. WBBP and WBBP-FM, Forest City, North Carolina.

Regional station in upstate New York with application for TV filed with FCC needs qualified transmitter engineer fulltime. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Chief engineer wanted by Minnesota station. Must be able to do some announcing. Good salary. Box 420P, BROADCASTING • TELECASTING.

Engineer-salesman. Salary for 40 hours engineering plus 15 percent for selling. Good proposition with 1000 watt fulltime in New York 350,000 market. Box 455P, BROADCASTING • TELECASTING.

Immediate opportunity — Experienced transmitter and studio engineer with supervisory qualifications. South Texas ABC outlet. Box 483P, BROADCASTING • TELECASTING.

Engineer diligent and dependable. South Texas city. Box 486P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Transmitter engineer with first phone for future TV operation. Good salary for right man. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Immediate opening for first class engineer. No experience necessary, no announcing. KVOP, Plainview, Texas.

First class engineer needed immediately for daytime station, WAPF, McComb, Miss.

Immediate opening for first phone operator. Regular and summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Engineer-announcer. Immediate opening for experienced hard worker. Small town independent. Permanent position. WATM, Atmore, Alabama.

Immediate opening for first class man who can do some announcing. Wire or phone WDOR, Sturgeon Bay, Wisconsin.

Engineer with first class license. First opening in five years. Top organization, best equipment. Every employee benefit including retirement plan. TV applicant. Contact Chief engineer, WENY, Elmira, New York.

Transmitter operator wanted immediately for 1000 watt directional. Contact WGSM, Huntington, Long Island, New York.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Production-Programming, others

Opportunity male copywriters. Some announcing. Submit samples. Box 363P, BROADCASTING • TELECASTING.

Newsman—Gather, edit, write news. Some announcing. $300.00 per month, plus mileage. Photo, audition, required. Box 424P, BROADCASTING • TELECASTING.

Experienced radio bookkeeper needed by Texas station in beautiful resort city. Box 484P, BROADCASTING • TELECASTING.

Newsman. Must have experience in gathering and writing local news to join topnotch news staff. Top 5 kw Mutual station. Send full background, photo, tape. Box 502P, BROADCASTING • TELECASTING.

Experienced copywriter. Excellent opportunity. Please send samples, salary required, full resume in first letter. KENT, Shreveport, Louisiana.

Program director—farm operation under new ownership. Pays well for man who produces listenable shows, handles traffic and supervises announcers. KMMO, Marshall, Missouri.

Situations Wanted

Managerial

Station or sales manager: Midwest or TV. Outstanding sales record, references. Experienced in competitive market. Now employed. Desire permanency on salary, profit-sharing basis. Box 365P, BROADCASTING • TELECASTING.

Manager. Network and independent experience. Good salesman, announcer. First class license. Employed, but available 30 days. Prefer city over 25,000 population. Box 416P, BROADCASTING • TELECASTING.

Manager. Prefer local midwestern station with or without network. Twenty-three years of experience in all phases. Proven managerial record. Desire permanency on salary and profit-sharing basis. All opportunities considered. Box 477P, BROADCASTING • TELECASTING.

Manager-chief engineer wishes connection with persons building or buying station. Can buy interest in station. Broadcasting experience of 26 years. References exchanged. Box 509P, BROADCASTING • TELECASTING.

Young (35), aggressive man, thoroughly familiar with all phases of successful radio, program and saleswise, plus counting and business background seeks step up to general managership. Box 1366, Norfolk, Virginia.

Salesmen

Sales consultant available in Washington area. Free lance or salary; limited number select clientele. Fifteen years broadcasting background; two years government. Box 501P, BROADCASTING • TELECASTING.

Experienced salesman available July 1. Have had radio sales experience. Two years account executive with Chicago agency. Able to invest. Under 30, college graduate, single veteran with car, willing to travel. Box 510P, BROADCASTING • TELECASTING.

Announcers

Qualified staff announcer with terrific sports delivery wants opportunity to learn play-by-play. College man, radio school graduate, one year experience. Box 401P, BROADCASTING • TELECASTING.

Hillbilly DJ. Single 26 years. Old reliable school graduate. One and one-half years experience as staff announcer, now want change to hillbilly DJ. Play fiddle; can MC hillbilly group. Present employer will recommend. Prefer southwest or southwest. $75 minimum. Box 4[illegible] BROADCASTING • TELECASTING.

Capable announcer with year's experience. Veteran, single. Prefers upper midwest. Write Box 422P, BROADCASTING • TELECASTING.

Experienced hillbilly DJ, guitarist, single, clean living, control man, first engineer. Want better opportunity than presently employed. Box 423P, BROADCASTING • TELECASTING.

Versatile announcer. Single, excellent references. Available immediately. Prefer south. Box 431P, BROADCASTING • TELECASTING.

Announcer, first phone. School trained. Desires combo job southwest. Go[illegible] girl, experience. Veteran, single. Box 4[illegible] BROADCASTING • TELECASTING.

For a treat instead of the usual cream dire[illegible] treatment, listen to my audition recordi[illegible] way by a[illegible] Announcer with 3 years experience on to an[illegible] music, news and sports. Box 4[illegible] selling BROADCASTING • TELECASTING. to hold[illegible]

Announcer, better than average. First class license. Three years experience, 29, married. University graduate. Will only. Available August. Aspiration[illegible] settle down, be happy. Box 4[illegible] BROADCASTING • TELECASTING.

Good staff, news, DJ, console. Cartoonist and actor. Presently employed, 3 years experience. Married, draft exempt. Prefer midwest. Box 4[illegible] BROADCASTING • TELECASTING.

Dependable, capable, six years announcing, engineering, selling experience—now chief. Desires permanent position with future. Box 4[illegible] BROADCASTING • TELECASTING.

Commercial manager who is a starter. Has steady six-figure annual personal sales record; ability to train staff; spark entire organization with sound ideas. Eleven years present position. Box 512P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

ieced announcer, 24, single, draft pt. Five years as DJ, newscaster, Currently employed. Box 495P, DCASTING • TELECASTING.

ncer with first class license. Two experience. Wants position in the or. southeast. Tops in news and Box 496P, BROADCASTING • DCASTING.

announcer with thorough experi- major markets. Emphasis on Seeks spot with solid station good future. Box 500P, DCASTING • TELECASTING.

illbilly man desires change. Have ality, humor, personal touch to non folk, showmanship, good and can build and maintain good Am wide awake with keen, approach. Play and know hill- music and can work personals. ing for opportunity, freedom to ss, responsibility. Good educa- six years mike work. Have wait- st on present shows. Draft exempt fellows, please state all first con- Box 503P, BROADCASTING • DCASTING.

petent staff announcer; board and ases; DJ and news; 11 years ex- nce; married. Write or wire Phil n, 620 W. Broadway, Somerset, a.

e graduate with LLB wants staff rience. TV actor on Studio One, Video. Trained singer. Legal ex- nce. Draft exempt. $75.00 week mum. Apartment 8C, 1192 Park ue, New York City.

Technical

neer, experienced, single, 26, vet- Prefer southern New York, Penn- nia but will travel. Available Sep- er 1. Box 435P, BROADCASTING LECASTING.

engineer with 12 years experi- in construction and maintenance 0 to 5000 watt AM-FM transmitting ment. Also on all types studio ecording equipment. Married, 35. Permanent position desired. ocate anywhere. References and view furnished. Available im- ately. Box 475P, BROADCAST- TELECASTING.

mitter engineer wishes to relocate tate New York. Union station rred. At present working combo. 97P, BROADCASTING • TELE- TING.

neer with first phone, inexperi- Five years in radio. Prefer st. Available August. Box 498P, DCASTING • TELECASTING.

phone. Transmitter posititon. ed mile radius of San Francisco. Cook, age 35. 190 Magnolia Ave., re, California. Phone OXford

rienced transmitter operator ble. Requirements? Lewis Sher- General Delivery, Denver, Colo-

duction-Programming, Others

writer. Efficient, ambitious, ex- nced. Salary secondary to oppor- . For details write Miss Box 417P, DCASTING • TELECASTING.

director available immediately. cal news reporting, special events, mentaries. Box 472P, BROAD- TING • TELECASTING.

girl. Radio and TV. Box BROADCASTING • TELECAST-

m director who came up the way by advancing from one staff to another. It's habit to pro- selling ideas for sales depart- to hold and increase audience. 71P, BROADCASTING • TELE- TING.

ble now: program director-morn- an. P. O. Box 1366, Norfolk, Va.

Television

Technical

SRT graduate desiring position station as studio technician. ledge of TV servicing. Some ledge of film and movie cameras. , age 28, photos on request. t Testa, 32-32 84th St., Jackson hts, N. Y.

duction-Programming, others

or of Science in Radio-Television midwestern university desires to television production working perienced people. Draft exempt. anywhere, any task. Full par- s upon request. Box 494P, DCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV newsreel pioneer is looking for major connection market. Comprehensive background includes five years TV camera work with leading TV network station. Also supervise all phases of producing TV news show. Have run several awards in TV field. Excellent references from industry tycoons. Try Box 504P, BROADCASTING • TELECASTING.

BA Degree in Motion Picture and Television Production. Presently employed. Four years experience film negative cutter. Desire opportunity anywhere. Veteran. Resume on request. Hal Bernard, 560 Eastern Parkway, Brooklyn 25, New York. Telephone HYacinth 3-0081.

For Sale

Stations

Midwest station, 500 watts. Good dial position. Agricultural area. $52,500. Terms possible. Box 473P, BROADCASTING • TELECASTING.

Camden, New Jersey successful kilowatt daytimer. 3½ percent interest. Best offer. Box 478P, BROADCASTING • TELECASTING.

250 watt daytime. Only station in growing Texas agricultural market. Earns $12,000. Price $31,500. One half down. Replies confidential. No brokers Write Box 493P, BROADCASTING • TELECASTING.

West coast FM now on air. Ideally situated for regular or special service broadcasting. Box 508P, BROADCASTING • TELECASTING.

Western stations. Independents, affiliates. All prices. Jack L. Stoll and Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used, Brush BK-403 tape recorder Lingo antenna 194' 9" complete with guys, lighting equipment, and tuning unit. Box 448P, BROADCASTING • TELECASTING.

Collins model 20-C one kilowatt AM broadcast transmitter, completely reconditioned and fully guaranteed. Box 487P, BROADCASTING • TELECASTING.

Gates 250 watt FM transmitter. Slightly used in New York area. First $825 check takes it from Box 499P, BROADCASTING • TELECASTING.

Radio transmitting towers (2)—152' high self-supporting—Mfd. by Dominion Bridge Company. Suitable for FM-TV, taxi radio, police, utility services, etc. Ready for shipment. Contact Radio Station CFCY, Charlottetown, P.E.I., Canada.

Complete one kilowatt station equipment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Rochester, Minnesota.

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

RCA 308A field intensity meter with portable power supply ex con recalibrated. Very reasonable. Ray Osterbusch & Son, Wheaton, Illinois.

Model Y Presto recorder with IC head. Complete $335. Stamford, 5641 Kenmore Ave., Chicago.

Wanted to Buy

Stations

Ready to sell? Returning to east to inspect for purchase small station in Middle-Atlantic states. Interested in medium sized, non-metropolitan market. Will pay cash. Not broker. You will be contacted personally by purchaser. Box 414P, BROADCASTING • TELECASTING.

Want to buy station in medium or small market. Coastal state preferred. No brokers. Box 491P, BROADCASTING • TELECASTING.

Is there a profitable station for sale, preferably in the southwest? One with TV available? Tell the details, in confidence, to Box 506P, BROADCASTING • TELECASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

REL model 646-B FM receiver. Also one GE 250 watt FM transmitter, Model BT-1-B. Box 389P, BROADCASTING • TELECASTING.

250 watt transmitter. Must be in good shape. Give complete details and price to Box 476P, BROADCASTING • TELECASTING.

Help Wanted

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators. Radio telegraph, radio telephone or advanced amateur license desired but not necessary. Salary, $6,000 to $9,000, per diem, travel expenses. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

For Sale

Equipment, etc.

5 KW TRANSMITTER

WESTERN ELECTRIC

High dependability—off the air only 89 minutes in past year. High stability—never more than 3 cycles off. Includes tubes worth $2,230, most brand new. Complete operating records available. For engineer's opinion, see George Lohnes, Munsey Building, Washington, D. C. Will take good 250 watt transmitter as part payment. Send your offer or request for more facts to Joe Close, WKNE, Keene, New Hampshire.

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FIRST PHONE IN 6 WEEKS

Residence and correspondence courses available. Large enrollment necessitates larger quarters.

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TEXAS CITY FIRE

KTSA Airs Full Coverage

JOHN RASCO, newsman of KTSA San Antonio, was credited with an outstanding performance in covering a fire at Corpus Christi, Tex.

In all, KTSA reported the fire with some 12 hours of recordings. KTSA claims to have "even scooped the Corpus Christi stations on this one."

After having aired two telephone interviews with police workers and Corpus Christi radio newsmen, Mr. Rasco was dispatched to the Gulf city, 150 miles south. KTSA remained on the air to take Mr. Rasco's reports from the scene. Both that night and the following day, Mr. Rasco brought KTSA listeners practically every tense episode.

A total of 11 live broadcasts were aired by KTSA during the fire fighting. In addition, follow-up features and news developments were broadcast.

* * *

Mr. Rasco (extreme left) interviewing fire workers.

Ad Council Appoints

ADVERTISING COUNCIL has announced that Kenyon & Eckhardt, New York, will serve as the volunteer agency next fall for the council's new "Engineers Wanted Campaign," to be headed by George T. C. Fry, K&E vice president. Staff for the campaign to encourage high school students to train for engineering careers will include Chester H. Lang, General Electric Co. vice president in charge of public relations, who will act as volunteer coordinator, and Grant Harper serving as the council's account executive on the project.

Wanted to Buy:

Profitable Radio Station

One with TV available. Preferably in the southwest. Answer giving complete details in confidence. Write or wire:

Box 505P, BROADCASTING • TELECASTING

CITY NEWS COVERAGE

Municipal Officials Urged to Cooperate

LOCAL radio stations and municipal governments would greatly improve their services to the public if they banded together in a closer working relationship and took advantage of radio's effectiveness as a news and public relations tool.

These thoughts were raised by Rex Howell, president of KFXJ Grand Junction, Col., at a conference of mayors and city councilmen in that city June 12. The session was devoted to a discussion of public information problems. Mr. Howell stressed the role of radio in news coverage and emergencies, and emphasized the growing threats of censorship.

Scoring the belief of a "surprising number of people" that radio is exclusively an entertainment service, Mr. Howell said that local stations "need some help from the city in order to adequately cover the news of interest." He noted that many news sources are bypassed "simply because there is not a strong liaison between the city hall and the station."

Mr. Howell ascribed a tendency to ignore radio on news tips to lack of a central source from which it can get necessary information on all city activities. He pledged support of the Colorado Broadcasters Assn., of which he is past president, behind a move for the creation of a liaison committee to help coordinate maximum use of the medium.

"In spite of the seeming apathy toward radio coverage of the day to day news of municipal government, there seems to be ready recognition of radio's importance *in time of emergency*," Mr. Howell observed. He cited examples involving fire, explosions and other tragedies.

The KFXJ president also emphasized current incidents in some Colorado cities whereby broadcasters have been barred from court rooms and council chambers. Such censorship has been based on "mistaken notions" in most instances and broadcasters "are most willing to cooperate thoroughly" on proper broadcast safeguards, he added. Mr. Howell suggested a committee, representing the council, to assist the station in preparation of the final broadcast production.

"Modern methods of recording make possible a completely uninhibited discussion, with objectionable sections removed from the final broadcast," Mr. Howell explained, referring to editing techniques.

SCHOOL RADIO

Theme of U. of Ill. Seminar

SEMINAR on "Public School Broadcasting" was begun June 15 and will continue through Wednesday at the U. of Illinois' Allerton Park. Representatives of 21 school systems were expected to attend.

Problems to be considered are the place of broadcasting in the public school curriculum, the nature of public school broadcasting, the validity of the use of broadcasting as an aid to instruction, the goal educational broadcasting can reasonably be expected to reach, and the distinctive responsibility and opportunities of public school broadcasting.

'Raccolta Fede'

RICHARD E. O'DEA, president of WOV New York, English and Italian-language independent, last week was granted a special audience with Pope Pius XII during which Mr. O'Dea presented His Holiness with a check for $1,737.10 to be used toward reconstruction of Italian churches and religious properties. Entire sum was contributed to WOV's "Raccolta Fede" (Faith Fund) by station listeners and was offered to the Pope in their name.

NEWLY-FORMED six-station Texas Coast Network's officers indicate of coverage on map. L to r are Gould Beech, KSOX Harlingen, TCN relations director; A. C. Lloyd Jr., KBKI Alice, secretary; Bill Burks, Victoria, vice president; Bill Bennett, KTHT Houston, director of sale Hofheinz, KTHT Houston, president; Ben F. Blackmon Jr., KUNO Christi, vice president, and Vernon Townsend, KIOX Bay City, tre

'VOICE' PULL

Listenership Mounting

DESPITE "gag" laws enacted in many Soviet satellite countries, radio listening behind the Iron Curtain has mounted steadily and mail pull of the State Dept.'s Voice of America has jumped three-fold in the past three years, with a daily average of 1,000 letters.

This estimate is given by Howland H. Sargeant, assistant secretary for public affairs, in a current report on the State Dept.'s international information program.

"Radio . . . is our primary means of hammering holes through the Iron Curtain to carry messages of truth to those peoples," Secretary Sargeant emphasized.

The report made these significant points:

- **Reception is about 25% inside Moscow and Leningrad and between 75% and 80% in many outlying areas.**
- **About 98% of radio listeners in western Berlin are regular VOA listeners and 9 out of every 10 listeners in the Soviet zone of Germany are Voice fans. Listenership in the U. S. zone has increased from four to six million.**
- **Listeners caught "warmongering" are subject to imprisonment in Czechoslovakia and other satellite countries under "defense of peace" laws. This would apply to listeners caught repeating what they hear over VOA or BBC.**
- **Licensing and tax levying of all persons in possession of radio equipment are common practices in Soviet satellite area. Owners under constant scrutiny.**
- **The communists have taken turning off electric power in towns and villages during hours American broadcasts are through.**
- **A great percentage of officers in eastern Germany the Voice.**

MEAT STRIKE DISPUTE

Aired by WTAM, WNBK

COMMENDATION went to Hamilton Shea, general manager NBC's WTAM and WNBK Cleveland last week from the council for "noteworthy interest public affairs" during a strike 1,000 butchers in some 300 munity meat shops.

Mr. Shea had persuaded Thomas A. Burke, Internati Meatcutters, AFL Vice Pres Harry Poole and Food Indu Committee Chairman Howard lish to meet at the studios f simulcast airing grievances on sides. After the discussion principals agreed to further dis sion which after six hours set the strike.

SIGNALIZING the tenth anniver of its weekly ACI survey of songs heard on the air, the office of rese has released a list of the top tunes of each year 1942 to 1951, on the number of station broad each received.

Small Market
Calif. Independent
$20,000.00
250 watt fulltime station providing only radio facility in area. Far removed from TV. Ideal for owner-operator.

Southwest
Network Affiliate
$40,000.00
250 watt fulltime, combined operation in an attractive small market. Now operating under absentee ownership. Liberal financing.

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Tribune Tower
Delaware 7-2755-6

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Lester M. Smith
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AGENCY

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PL 5-1127 E. C. Lobdell, License

ocket Actions . . .

INITIAL DECISIONS

KEY Covington, Va.—Earl M. Key. C Hearing Examiner Hugh B. chison issued initial decision look- toward grant of application for CP change transmitter location and te changes in antenna; engineering nditions. (WKEY on 1340 kc with 250 fulltime.) Decision June 17.

KURV Edinburg, Tex.—James Cullen ney. FCC Hearing Examiner James Cunningham issued initial decision king toward denial of application CP to change from 250 w D to 1 D, 250 w N, DA, on 710 kc. Decision ne 17.

on-Docket Actions . . .

AM GRANT

Blackwell, Okla. — Star Bcstg. Co. anted 1580 kc, 250 w daytime; en- neering condition. Estimated con- uction cost $14,870. Principals in- ude President A. C. Reid (93⅓%), ntractor; Vice President Randall L. Carroll (3⅓%), formerly general nager of KMMO Marshall, Mo., and cretary - Treasurer W. J. Britton %), on staff of Arkansas Poly- chnic College. Granted June 19.

FM GRANTS

McComb, Miss.—Southwestern Bcstg. . of Mississini. Granted 100.1 mc h. 261), ERP 270 w; antenna height ove average terrain 178 ft., above ound 223 ft.; engineering conditions. timated construction cost $2,575, first ar operating cost $5,000, revenue 00. Applicant is licensee of WAPF Comb. Granted June 19.

Duluth, Minn.—Head of the Lakes stg. Co. Granted 92.3 mc (Ch. 222), P 64 kw; antenna height above aver- e terrain 750 ft. Applicant is licensee WEBC Duluth. Granted June 19.

ew Applications . . .

AM APPLICATIONS

Lebanon, Ky.—Lebanon-Springfield stg. Co., 1470 kc, 1 kw daytime. timated construction cost $14,620, st year operating cost $28,800, revenue 0,000. Equal partners are Charles R. uffett, announcer for WKLX Lexing- n, Ky., and Clarence H. Hulse Jr., ief engineer for WKAY Glasgow, Ky. ed June 17.

Indianola, Miss.—W. W. Chapman, 0 kc, 250 w daytime. Estimated con- uction cost $12,475, first year operat- g cost $36,000, revenue $46,000. Mr. apman is manager and 50% owner *Indianola Enterprise* and owner of *nflower Tocsin*. Filed June 18.

FM APPLICATION

Clemson, S. C.—Clemson Bcstg. Co., 3 mc (Ch. 287), ERP 53.4 kw.; an- nna height above average terrain 376 above ground 354 ft. Estimated nstruction cost $35,400, first year erating cost $50,000, revenue $60,000. incipals include: President S. Haskel ark (25%), president and 80% stock- lder of Pendleton Lumber Co.; Vice esident, Secretary and Treasurer hn W. Gillespie (25%), chemist at mson A & M College; Vice Presi- nt Charles V. Boyd (25%), an- ncer-salesman at WSNW Seneca, C., and Vice President Fred C. ely (25%), salesman at WSNW. ed June 11.

TRANSFER REQUESTS

WCUE Akron, Ohio—Transfer of ntative control from Akron Bcstg. Co. Herberich-Hall-Harter Co. through e of 50% interest (held by George Stroupe and Dorothy P. Stroupe, sband and wife) for $30,000. Trans- ree deals in mortgage loans and real tate. Principals in transferee are esident Walter Herberich (2.91%), ce President Alfred Herberich 2.5%), Vice President Charles G. erberich (27.76%), J. D. Crawfis 5.48%), Mary Herberich (22.63%) d eight others with minority interest.

KWKH-AM-FM Shreveport, La.—ansfer of control from Times Pub. to William H. Bronson, voting ustee, to replace John D. Ewing, esident of KWKH, former voting ustee now deceased. No monetary nsideration.

SALESMAN WANTED

Leading radio station rep- resentative. Send full de- tails with photo.

BOX 513P,

BROADCASTING • TELECASTING

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH JUNE 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,352	2,332	86	328	211
FM Stations	634	582	70	11	8
TV Stations	108	97	11	622	7

(Also see Actions of the FCC, page 90.)

TRANSFER REQUESTS

KCSB San Bernardino, Calif.—Assignment of license from Essie Binkley West to F. P. D'Angelo for $50,000. Mr. D'Angelo is owner of F. P. D'Angelo Adv. Agency, North Hollywood, Calif.

KVEC San Luis Obispo, Calif.—Assignment of license from Christina M. Jacobson to herself and Leslie H. Hacker, new partnership tr/as The Valley Electric Co. Mr. Hacker will have ⅓ interest, for which he pays $25,000, and Mrs. Jacobson will have ⅔ interest. Mr. Hacker has been general manager of KVEC since 1937 and is former licensee of KPRL Paso Robles, Calif.

WIVY Jacksonville, Fla.—Assignment of license from WIVY Inc. to Edward J. Oberle. Mr. Oberle is sole stockholder and assignment is from corporation to sole proprietorship. No actual change of ownership or control; no monetary consideration.

WJCM Sebring, Fla.—Assignment of license from The Highlands Bcstg. Co. to Clearfield Bcstrs. Inc. for $37,000. Assignee is licensee of WCPA Clearfield, Pa., WAKU Latrobe, Pa., and publisher of *Clearfield* (Pa.) *Progress*.

WWXL Peoria, Ill.—Assignment of license from William H. Young, trustee in bankruptcy, to Hilltop Bcstg. Co. for $17,050 cash to liquidate bankruptcy estate. Principals in assignee include President Hugh R. Norman (50%), president and majority stockholder of KSTT Davenport, Iowa; Secretary-Treasurer Walter F. Kean (50%), consulting radio engineer, Riverside, Ill., and Vice President E. C. Schoede, partner with his father in Rock Island, Ill., law firm.

WLCS Baton Rouge, La.—Transfer of control from A. M. Cadwell and Willis B. Nelson, co-administrators of estate of Harry R. Nelson, deceased, to Lewis Gottlieb and Roland C. Kizer through sale of about 35% of stock for $46,580. Mr. Kizer is senior partner in Baton Rouge law firm of Kizer, Heaton & Craig. Mr. Gottlieb is owner and manager of Standard Motor Car Co., Baton Rouge.

WIHL Hammond, La.—Assignment of license from Sidney S. Rosenblum and Forrest E. Curnutt, partnership d/b as WIHL Bcstg. Co., to Mr. Rosenblum through his purchase of Mr. Curnutt's ⅓ interest for $10,000 cash.

KMLB Monroe, La.—Involuntary acquisition of control by Melba Liner Gaston, individually and as administratrix of estate of J. C. Liner, deceased. Melba Liner Gaston now holds 4,990 shares of stock out of 10,000 shares; after transfer she will hold 7,500 shares. J. C. Liner III holds 2,500 shares. No monetary consideration.

KTHS Hot Springs, Ark.—Transfer of control from John D. Ewing, voting trustee, to William H. Bronson, voting trustee, due to death of Mr. Ewing. No monetary consideration.

WLDM Detroit, Mich.—Transfer of control from old partnership of Ellis C. Thompson, Harold I. Tanner and John A. Ross to new partnership consisting only of Messrs. Tanner and Ross through sale to them by Mr. Thompson of his ⅓ intcrest for $18,000. Mr. Tanner will become general manager, retaining his present title and responsibility of program director. Mr. Ross will continue to serve as comptroller.

WSHB Stillwater, Minn.—Transfer of control from William F. Johns Jr. and Penrose H. Johns d/b as St. Croix Bcstg. Co., a partnership, to St. Croix Bcstg. Co., a corporation. William F. Johns Jr. will continue to hold 95% interest and Penrose H. Johns will continue to hold 5% interest. Change from partnership to corporation only; no actual change of ownership or control. No monetary consideration.

WBRM Marion, N. C.—Transfer of control Lake City Bcstg. Corp. through sale of 21 shares of stock (10.4%) from Mrs. Bessie P. Hunt to W. P. Erwin (who now already holds 39.9%) for $2,100. After transfer Mr. Erwin will have 102 shares of stock (50.2%).

KGW-AM-FM Portland, Ore.—Transfer of control from Donald E. Newhouse to Samuel I. Newhouse Jr. through transfer of 233⅓ shares of stock (out of 700 shares) for $116,666.67. Samuel I. Newhouse Jr. now already holds 233⅓ shares and after transfer will hold 466⅔ shares.

KVOZ Laredo, Tex.—Assignment of license from E. J. Harpole and W. J. Harpole, d/b as Uvalde Bcstrs., a partnership, to Border Bcstrs. Inc., a corporation controlled by them. No actual change of ownership or control; no monetary consideration.

WRJN-AM-FM Racine, Wis.—Transfer of control from First National Bank & Trust Co. of Racine, as executors under will of Frank R. Starbuck, deceased, and Harry R. LePoidevin, to The Journal-Times Co., through transfer of 197 shares of stock out of 200 shares for $157,600. Transfer will produce no new elements of control but will recognize interest of the Starbuck family in its control of The Journal-Times Co. and the Racine Bcstg. Corp., WRJN-AM-FM licensee.

PHILCO SALES

All Time Record Seen

PREDICTION that "Philco Corp. . . . will celebrate the 60th anniversary of the founding of the company by setting an all-time sales record . . . in 1952," was made by William Balderston, president of the company.

Mr. Balderston spoke before the Philco Distributing Organization at a June 20-21 meeting at the Waldorf-Astoria, N. Y. Previous sales record was $335,318,054 in 1950. Occasion of the meeting was announcement of the new 1953 radio-TV line.

Mr. Balderston said "there will be 40 million TV sets in use within the next four or five years and that television continues to be the greatest of all growth industries." The speaker pointed out that over 10 million small screen TV sets will soon be obsolete. This will make the replacement market a substantial factor in the growth of the industry, he added.

FCC Actions

(Continued from page 90)

June 19 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WILD Birmingham, Ala.—Mod. CP which authorized change in power and frequency for extension of completion date.

WQAM-FM Miami—Mod. CP which authorized changes in existing FM for extension of completion date.

WRCM (FM) New Orleans—Mod. CP which replaced expired CP which authorized new FM for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP which authorized new FM for extension of completion date.

AM—1550 kc

KEAR San Mateo, Calif.—CP to increase power from 1 to 10 kw and change from DA-N to DA-DN.

Change ERP

WNOW-FM York, Pa.—CP to change ERP from 13 to 16.74 kw; ant. height above average terrain from 500 to 450 ft.; overall height above ground from 208 ft. to 199 ft. 10 inches.

Renewal of license

WPTZ-TV Philadelphia—Requests renewal of license AMENDED to change name of applicant to Philco Corp.

TENDERED FOR FILING

AM—1230 kc

WSBB New Smyrna Beach, Fla.—Mod. license to increase power from 100 to 250 w.

June 19 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

KTRM Beaumont, Tex.—Designated for hearing application for extension of time to complete construction under CP to determine action taken and accomplishments, if any, in furthering construction of station under CP, as modified.

KJCF Festus, Mo. and Cecil W. Roberts, Chester, Ill.—Designated for hearing in consolidated proceeding application to change facilities from 1010 kq 250 w D to 1450 kc 250 w unl., and application of Roberts for new station to operate on 1450 kc 250 w unl.; made WPAD Paducah, Ky., a party to proceeding with respect to Chester, Ill. application only, and WIL St. Louis, Mo., a party with respect to the Festus, Mo. application only.

Request Denied

WBUD Morrisville, Pa.—Denied request for permission to originate less than majority of programs from main studios located in Morrisville pending final decision on application for mod. CP to change trans. location to Trenton, N. J.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Pemora

CUBAN NIGHTINGALE
(Sun Sun Babae)

On Records: **Mitch Miller—Col.; Tutti Camaratta—Dec.; Tropicana Boys—Vic.; Trio Yara—Vic.; Sonora Matancera—Seeco; Billy Taylor—Roost: DeCastro Sisters—Tito Puente—Tico; Tito Rodriguez—Tico; Ralph Font—SMC.**

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NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.

WDAF-AM-TV

$1.5 Million Plant Formally Opened

NEW $1.5 million plant housing WDAF-AM-TV Kansas City was opened formally Monday, giving the stations greatly expanded facilities and improved equipment.

Dwarfing the original TV station home adds 21,000 square feet to the original 7,000. It is designed to anticipate needs of the stations for years to come.

WDAF is being transferred from present quarters in the *Kansas City Star* building on a piecemeal basis. The new center, completely modern in conception, is located at 31st and Summit Sts.

Leading local and national figures participated in the formal ceremony, among them Niles Trammell, NBC board chairman; Roy A. Roberts, publisher of the *Star;* Dean Fitzer, managing director of the radio and TV stations, and Ed Sullivan, m.c. of CBS Television's *Toast of the Town.*

Mr. Roberts predicted TV will have a revolutionary effect on American politics, ending smoke-filled room decisions in both parties. He predicted the nation will have "fewer whistlestop campaigns and more television." Televised news conferences will become routine and accepted as part of the political life of the nation, he continued.

Radio Given Attention

Tracing the growth of WDAF-TV from a garage plant servicing a few thousand sets, he said the service area is nearing a quarter-million sets.

Radio has been given careful attention in the WDAF development, Mr. Roberts said, adding, "Our faith in the future of radio is best exemplified by the fact we have installed entirely new radio equipment both at the transmitter plant out in Johnson County and in the controls in this new building."

Introducing Mr. Trammell, Mr. Roberts recalled that WDAF was one of the five stations that constituted the first radio network. NBC's board chairman said he believed the building was "the most modern, best-equipped and most efficiently arranged I have seen, and I have seen almost all of them in this country." He recollected the old Nighthawks radio show and said he hoped the quarter-century NBC-WDAF association, pleasant and profitable, would continue many more decades.

Mr. Fitzer was praised by Mr. Roberts as the guiding force in establishing the *Star* in the television and radio fields in the last 25 years. In turn, Mr. Fitzer commended the work of the radio-TV station staffs along with that of Arthur C. Wahlstedt, first president of the *Star,* and Joseph Flaherty, technical engineer for both stations.

The stations were complimented for their service to the area by Gov. Edward F. Arn, of Kansas, and Lt. Gov. James T. Blair Jr., of Missouri, along with municipal officials.

Randall Jessee, news and special events director of the stations, took the listening and viewing audiences on a tour of the new building. Mr. Sullivan praised the new project. He produced a Kansas City *Toast of the Town* Tuesday night.

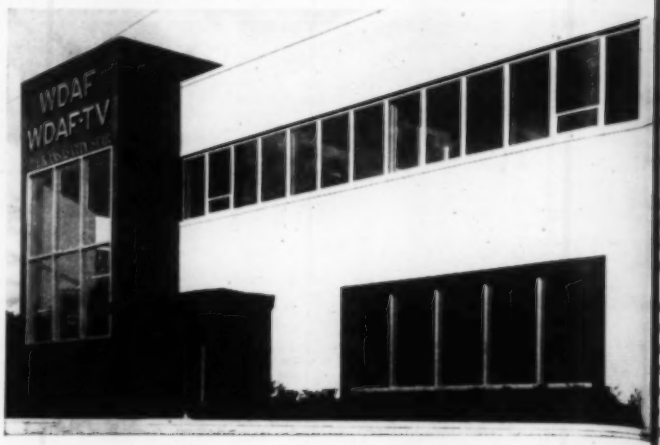
Other guests included Henry I. Christal, Henry I. Christal Co., New York; James Thompson, of the Christal Chicago office; John Harrington and V. F. Righter, New York, and Carroll Layman, Chicago, all of Harrington-Righter-Parsons; and Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING.

WDAF-TV's original 18 x 20-foot studio will be used for interviews and similar programs, with major productions being staged in the new 40 x 60 studio. Smaller studios are available. The second floor of the center is devoted to radio with the main studio 30 x 40 feet, supplemented by 20 x 30 and 10 x 16 studios.

Back of the building is the 724-foot tower. The main building is of contemporary design featuring metal, stone, crystal and light color tones. The two-story stair tower has an exterior trim of polished dark red marble, furnishing background for two-foot cast aluminum call letters. The free-standing stairway seems to float but actually is supported by hidden steel beams.

The center was designed by Everett L. Peterson, architect, and built by Winn-Senter Construction Co.

* * *



FRONT VIEW of WDAF's new TV-Radio Center, representing about $1,500,000 investment in plant and structure alone.

* * *

NEWSPRINT MEET

Increased Output Weighed

NEWSPRINT problems were aired before the National Production Authority last Wednesday, emphasing high investment and production costs, but with relatively low returns.

Conference was called by the agency's Pulp, Paper and Paperboard Div. to explore the question of increasing newsprint output in the U. S. by using wood as a basic raw material. Newsprint has been under steady scrutiny in various committee quarters on Capitol Hill in view of skyrocketing prices and possible effects on national and local advertising budgets.

NPA indicated a possible inquiry into the feasibility of installing new facilities in areas where newsprint is not now produced.

NEWS CENSORSHIP

Moody Picks Advisory Unit

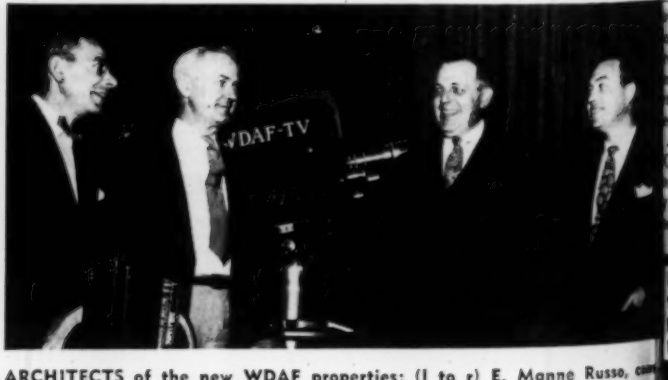
SEN. BLAIR MOODY (D-Mich.), chairman of the Senate Anti-Censorship subcommittee, has appointed an advisory committee of Washington newsmen to aid him in his investigation of the President's security order. Object of the investigation, proposed by the former Washington correspondent for the *Detroit News,* is to uncover any unjustified barriers by government agencies to legitimate public information [B•T, May 26].

Roscoe Drummond, chief of the Washington Bureau of the *Christian Science Monitor,* is chairman of the advisory committee. Other members are: Elmer Davis, ABC; George Gallen, Bureau of National Affairs; Sterling F. Green, AP; Clark R. Mollenhoff, *Des Moines Register and Tribune;* John G. Norris, *Washington Post,* and James Reston, *New York Times.*

Mr. Drummond asked all Washington newsmen to let the committee know of any case in which a government agency has attempted to distort the President's security order to suppress legitimate public information.

Members of Sen. Moody's subcommittee are Sens. A. S. Mike Monroney (D-Okla.), John L. McClellan (D-Ark.), Andrew F. Schoeppel (R-Kan.) and Richard M. Nixon (R-Calif.).

PRINCIPAL participants in last Monday's ceremonies dedicating the new modern WDAF-AM-TV facilities: (l to r) Niles Trammell, NBC broad chairman; H. Dean Fitzer, managing director of the *Kansas City Star* stations; Roy A. Roberts, president of the *Star.*



ARCHITECTS of the new WDAF properties: (l to r) E. Manne Russo, commercial manager of WDAF-AM-TV; J. A. Flaherty, chief engineer; H. Dean Fitzer, managing director; Bill Bates, manager of WDAF-TV.

Democrats Buying Time

(Continued from page 23)

ibutions—no matter how large or all—because "to reach all voters . we must have more radio time d more TV time."

Mr. McKinney is signing and illing out certificates to all conibutors to the committee's fund. ans for other media are to be realed later, he added.

Adhering to past procedure, the epublicans are keeping mum on ans for fall campaign time purases until after the conventions xt month. GOP practice is for e nominee's campaign manager select the advertising agency d map program schedules.

Preliminary forays into these oblems have been taken by ward Ingle, radio-TV chairman, epublican National Committee.

While time purchases were not sclosed, figures were made availle which cast light on the depth the respective treasuries of each ational committee. They were ed with the Clerk of the House Capitol Hill.

As of June 1, the Democrats had a $267,391 balance. During the three-month period, March-June, the national committee took in $529,490 and spent $551,805, shrinking funds from a previous level of $289,705.

Whether this $550,000-plus sum included money expended on radio or television was not immediately known. The breakdown covered the period immediately preceding the kick-off of the Victory Chest radio-TV fund.

As of the same date, the Republican National Committee showed a balance of $228,790. GOP reported that it received $361,097 in contributions during the three-month period.

Sarnoff Honored

BRIG. GEN. DAVID SARNOFF, RCA board chairman, was awarded an honorary degree June 18 at the 196th commencement exercises of the U. of Pennsylvania. Gen. Sarnoff received the degree Doctor of Laws.

REBROADCAST RIGHTS

CBS Says FCC 'Legislating'

CC last week was told by CBS that in issuing its ruling on rebroadcast ghts, the Commission was placing an interpretation on Sec. 325 (a) of e Communications Act that is "not justified by its clear langauge. is, in effect, legislating."

The CBS petition last Monday as another in the widespread eries of protests that followed the ay 15 report and order of the ommission that would put any ation on the carpet if it refused ermission to rebroadcast its proams to another station [B•T, une 16, May 19].

FCC's new rule requires a staon, when it denies a rebroadcast equest, to report the facts to FCC. CBS noted that "while an adinistrative agency may, by adopon of rules in a rule-making roceeding, fill in details where a tatute is in general terms and ongress has left to the agency this sk of implementation, it may not mend a statute or alter its purose by the device of issuing rules eemed by it to be desirable or the public interest."

The petition further held that ules promulgated by the FCC may t supersede explicit Congresonal language "merely on the rounds that, in general, the busiss of broadcasting today is difrent from what it was when c. 325 (a) was enacted."

Accordingly, CBS held, since the CC lacks such authority, the reort and order should be amended deleting "any inference" that h refusal by a licensee to permit a rebroadcast would place his license in jeopardy.

CBS also said that the reporting requirement set forth is "inconsistent with declared Congressional policy, and imposes an intolerable burden on broadcasters." Citing the Federal Reports Act of 1942, the petition held that unless the submission of such information is essential for a "desirable and lawful" purpose, it should not be sought.

CBS also pointed out that in a great majority of cases, consent to rebroadcast is so conditioned as to render it useless. This referred to the necessity to obtain clearance of music, labor and other type of contracts commonly entered into by networks, a point which the FCC mentioned in its report and order.

Among other assertions in CBS' petition were that one station could be given power to "harass" others by utilization of the amendments; the FCC has not imposed any burden on the party seeking rebroadcast and that there is nothing to discourage indiscriminate requests for permission with the hope that fear of a drastic penalty may induce consent where it otherwise might not have been given.

In its conclusion, CBS said the report and order should be amended to delete any inference that a license would be jeopardized by refusal of rebroadcast rights; that such reporting requirement is not essential; FCC should postpone effective date of the new rules (July 1), pending further opportunity for comments.

REACHES 93,217 RADIO FAMILIES
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POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

540 KC RULE

FCC Would Add To AM Band

RULE-MAKING proceeding to add 540 kc to the standard (AM) band of broadcast channels in the U. S. was proposed by FCC last week. If adopted, the rule would permit Class II stations to be constructed on 540 kc in a few parts of the country. The AM band now ranges from 550 kc to 1600 kc.

The proposal, considered in industry quarters a long-sought victory for Arthur B. Church, owner of KMBC Kansas City, Mo., would permit KMBC to prosecute its application for 540 kc at Concordia, Mo., where the station's licensee, Midland Broadcasting Co., now operates KFRM on 550 kc, daytime only, with 5 kw directional. KFRM duplicates KMBC programs.

The rule-making proceeding was initiated by FCC in conformity with the provisions of the 1947 Atlantic City convention, as supplemented by the 1951 Geneva agreement. The latter specifies Dec. 1, 1952, as the date for bringing the 540 kc provision into effect.

U. S. and Canadian broadcasters sought for years to extend the broadcast band into the more desirable lower frequency area just above 500 kc, the international distress call channel. First effort was at the Madrid telecommunications conference in 1932. The Canadian delegation, supported by U. S. broadcasters, sought the broadcast use of 520, 530 and 540 kc in addition to the present band. The U. S. delegation, however, opposed this proposal.

Extension of the broadcast band to 540 finally was approved at the Atlantic City conference in 1947.

Comments on FCC's proposed rule change are requested by July 28. Replies are due 10 days thereafter.

The Commission notice observed that 540 kc "is close to the frequencies used in other radio services, such as the government and marine services. Consequently, the action announced by the Commission . . . will have interest even beyond the broadcasting field. In that connection, it may be noted that the marine services have been on notice since 1947 that 540 kc was intended for broadcast purposes and the Safety of Life at Sea Convention, which come into force next November, provides higher standards for new types of auto-alarms used on shipboard."

The latter are automatic monitoring devices which sound when a call is intercepted on the 500 kc distress channel.

Under the North American Regional Broadcasting Agreement, 540 kc is designated as a Canadian clear channel, hence its Class II status in the U. S. In 1938, by executive agreement, the U. S. conceded to Canada the use of 540 kc in the province of Saskatchewan. It has been used since 1939, with full 50 kw power, by the Canadian Broadcasting Corp., CBK Watrous.

In 1948, Mexico filed formal notice that it planned to employ 540 kc with 150 kw power. XEWA San Luis Potosi now is operating on 540 kc, but it is not believed full 150 kw is used. The State Dept. strongly protested the Mexican action, reportedly at the instance of the military which uses the contingent 410-535 mc band, but no relief was obtained.

Midland Broadcasting Co. first filed for 540 kc at Kansas City (for KMBC) in May 1944. The application was dismissed by the Commission in 1946.

Radio-TV Sells Best

(Continued from page 26)

and devise an effective system of measuring total in-home and out-of-home listening, Robert E. Dunville, president of Crosley Broadcasting Corp., told the AMA.

Some efforts have been made toward better research, Mr. Dunville said, but the task ahead should serve as a "great challenge to research - minded and marketing-minded people."

Mr. Dunville asserted that a horizontal reduction in radio rates is unsound and unwarranted. Radio, he said, has the ability to offer advertisers circulation at a low enough cost - per - impression to make it a profitable and usable medium.

Conceding that radio currently is in a period of readjustment, the Crosley executive noted that the medium survived "the greatest watering down period that any industry had to take" from 1940 to 1950 when the number of stations jumped from 814 to 2,234. That decade was one of inflation which, together with the advent of television, led to today's state of readjustment, Mr. Dunville said.

"Radio tomorrow will consist of a fewer number of stations and, I believe, one outstanding network of 55 to 65 stations with reduced talent and production costs. Radio of the future will continue to grow but on a sounder basis right alongside television," he predicted.

Mr. Dunville was introduced by Dr. Charles Sandage, U. of Illinois faculty member and the meeting chairman. Cincinnati chapter of the association was host to the three-day conference at the Netherland Plaza Hotel.

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ADDITIONAL APPLICATIONS FOR TV STATIONS

FOURTEEN new and amended television station applications filed Friday at FCC, raising total filed during week to 49 (see early story, page 64). New applications were:

†**KIDO Boise, Idaho,** Ch. 7, ERP 52.4 kw visual, antenna height above average terrain 80 ft., construction cost $189,018, operating cost first year $91,300, revenue $120,000.

WTAX-AM-FM Springfield, Ill., Ch. 2, ERP 100 kw visual, antenna height 521 ft., construction cost $331,275, operating cost $325,000, revenue $370,000.

KGLO-AM-FM Mason City, Iowa, Ch. 3, ERP 100 kw visual antenna height 464 ft., construction cost $348,540, operating cost $237,600, revenue $240,396.

†**New Orleans Television Co., New Orleans, La.,** UHF Ch. 20, ERP 182 kw visual, antenna height 505 ft., construction cost $441,500, operating cost $365,000, revenue $420,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

†**WLOS-AM-FM Asheville, N. C.,** Ch. 13, ERP 200 kw visual, antenna height 2,087 ft., construction cost $323,450, operating cost $60,000, revenue $60,000.

†**WHUM Reading, Pa.,** UHF Ch. 55, ERP 261 kw visual, antenna height 1,784 ft., construction cost $614,339, operating cost $570,000, revenue $630,000.

WCOS Columbia, S. C., UHF Ch. 25, ERP 90 kw visual, antenna height 649 ft., construction cost $247,117, operating cost $244,630, revenue $355,476.

Southern Television Inc., Chattanooga, Tenn., Ch. 12, ERP 63.54 kw visual, antenna height 831 ft., construction cost $449,409, operating cost $350,000, revenue $375,000 (applicant made up of President **Moses Lebovitz,** 37.5%; Vice President **Z. Carrter Patten,** 12.5%; Secretary-Treasurer **J. H. Hardy; Joel W. Solomon,** 12.5%; **Felix Diamond,** 12.5%; **Manuel Russ,** 12.5%, and **William C. Hudlow,** 12.5% [B•T, June 16].

†**Corpus Christi Television Co., Corpus Christi, Tex.,** Ch. 10, ERP 251 kw visual antenna height 393 ft., construction cost $434,000, operating cost $374,000, revenue $370,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

†**UHF Television Co., Dallas, Tex.,** UHF Ch. 23, ERP 222 kw visual, antenna height 515 ft., construction cost $424,500, operating cost $381,000, revenue $240,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

†**KROD El Paso, Tex.,** Ch. 4, ERP 56.3 kw visual, antenna height 1,052 ft., construction cost $336,400, operating cost $132,000, revenue $120,000.

†**UHF Television Co., Houston, Tex.,** UHF Ch. 23, ERP 176 kw visual, antenna height 510 ft., construction cost $430,500, operating cost $376,000, revenue $300,000 (applicant made up of **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** equal partners, each independent Texas oil operator).

†**KFDX Wichita Falls, Tex.,** Ch. 3, ERP 58 kw visual, antenna height 510 ft., construction cost $308,493, operating cost $120,000, revenue $150,000.

†**WSAU Wausau, Wis.,** Ch. 7, ERP 210 kw visual, antenna height 436 ft., construction cost $298,927, operating cost $240,000, revenue $230,000.

(† Indicates pre-thaw application refiled.)

DISTRICT 14 MEETING

SITE for NARTB District 14 meeting Sept. 11-13 will be Cosmopolitan Hotel, Denver, according to William C. Grove, KFBC Cheyenne, Wyo., district director (see full meeting list, B•T, June 16). District 14 adds extra day of workshop sessions to regular NARTB schedule.

ALL-STAR COVERAGE

NBC-TV coverage of All-Star baseball game, July 8, will be extended to include four TV stations of MBS—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston and KHJ-TV Los Angeles. Gillette Co., Boston, sponsoring both telecasts on NBC-TV and broadcast on MBS, through Maxon Inc., N. Y.

107 TV STATIONS TO AIR LIVE CONVENTION COVERAGE

ONLY 1% of nation's TV sets will not be able to receive live coverage of national political conventions from Chicago, according to AT&T, which reported Friday that 107 out of 108 stations in 65 cities will carry live proceedings. New cities on network will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Non-TV areas, Portland, Denver and Fresno, will see closed circuit telecasts in theatres and hotels. In addition, more than 1,200 network radio affiliates will be serviced. Five thousand miles of radio relay and coaxial cable have been added.

WLAC SALE GRANTED

CONSENT was granted Friday by FCC to assignment of license of WLAC Nashville from J. T. Ward, trading as WLAC Broadcasting Service, to Life & Casualty Insurance Co. of Tennessee in transaction involving $1,250,000 [B•T, April 21]. In other actions, FCC granted assignment of license of WBGE-AM-FM Atlanta to General Broadcasting Co. (Edgar B. Pool, 20%; Robert N. Pinkerton, 80%) for $90,000 and granted consent to George H. Thomas to sell 10% interest in KANE New Iberia, La., to Dierrell Hamm for $12,000. Mr. Thomas retains 50% interest.

PEOPLE...

RAY VIR DEN, recently resigned president of Lennen & Mitchell, N. Y., opening own agency at 270 Park Ave., N. Y.

WILLIAM E. JOHN JR., Ruthrauff & Ryan, N. Y., to Grant Adv., N. Y., as account executive and supervisor of five regions handled by agency's New York office for Dodge Division of Chrysler Corp.

GERALD W. JOHNSON, political analyst and author of many books, signed by WAAM (TV) Baltimore for campaign commentary series.

NARTB, NBC OPPOSE FCC REBROADCAST RULE

DANGER that FCC's rebroadcast rule may put Commission into position of regulating charges was advanced by NARTB as one reason for vacating or at least suspending July 1 effective date of order until fuller hearings are held, according to petition filed Friday.

On same day, NBC, also asking for revocation or suspension of rule, observed, "The rules put the shoe on the wrong foot," declared that asking station should be required to report to FCC why it considered refusal of rebroadcast rights unreasonable."

Both petitions question FCC's legal right to require stations refusing permission of rebroadcast rights to justify refusals to Commission, with implied threat that unless such are reasonable FCC may question fitness of station to be licensee. (Earlier in week, CBS also expressed doubt that FCC had such power; see story on page 97.)

WESTINGHOUSE SPONSOR

WESTINGHOUSE Electric Corp. to sponsor *Pick the Winner* on CBS-TV for 13 weeks starting Aug. 14 (Thurs., 9-9:30 p.m. EDT), as part of its sponsorship of get-out-the-vote campaign and political convention coverage on CBS networks. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

N. C. Group Asks Free Radio-TV Planks

PLATFORM COMMITTEES of Republican and Democrat National Conventions in Chicago were urged last Friday by North Carolina Assn. of Broadcasters to "re-affirm their convictions that radio and television should be accorded all of the privileges traditionally granted the press."

At closing session of two-day meeting at Nags Head, N. C., NCAB unanimously adopted resolution for free radio planks in platforms of each party. Association petitioned state delegations to each convention to seek action by platform committees. Resolution recited that Senate and House by arbitrary action had excluded microphones, recorders and TV cameras from Congressional hearings, contrary to privileges heretofore accorded broadcast reporting "as counterpart of the pencil and paper in the hands of the reporter for the printed media."

With about 100 present, NCAB also adopted resolution expressing appreciation to FCC for its recognition of technical manpower shortage through interim authorization of less-than-first-class operators for transmitters. It thanked NARTB for its follow-through, and pledged to conform to requirement as to first-class operators when manpower situation changes and permits compliance without undue hardship.

Principal speakers were Richard P. Doherty, NARTB employe-employer-relations director and John H. Smith, Jr., NARTB FM director (see story page 26).

Ed Ruggles, director of North Carolina State College, explained plan for establishment this September of technical school in Gastonia to ease shortage of first-class operators. School expected to turn out 25 during first year.

E. Z. Jones, WBBB Burlington, state director of civilian defense, urged cooperation of broadcasters on big job immediately ahead. He said he had just returned from Washington indoctrination and that world situation is "very tense." In North Carolina, he added, 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transcriptions imposed by state was outlined by Allen Wannamaker, WGTM Wilson, with State Supreme Court upholding broadcasters. Assessment, however, construed to apply to towers but this is not recurring item.

Two-day session was presided over by T. H. Patterson, general manager of WRRS Washington, N. C. Other officers are Cecil B. Hoskins, WWNC Asheville, vice president, and Jack S. Younts, WEEB Southern Pines, secretary-treasurer.

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